



CASE STUDY



Vodafone's network is all clear thanks to NEC Display Solutions

At Vodafone's headquarters in Newbury, UK, a team of technical experts continually monitor the status of the mobile operator's network – ensuring that any potential problems are identified and resolved before network performance is affected.

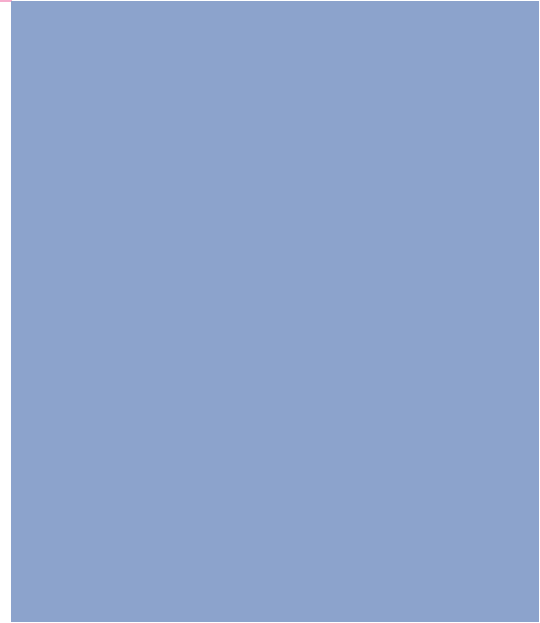
Vital to the accurate monitoring of all network key performance indicators are a series of high quality large screens that provide a real time overview of the network. Traditionally these screens have been plasma based. However, a recent performance review encouraged Vodafone, like many other corporates, to move away from plasma in favour of an NEC Display Solution LCD large display approach. Higher quality and lower burn out rates were key drivers behind the decision.

Lee Jones, Properties & Facilities Manager, Vodafone UK explains the rationale for the review: "As we need to constantly check the status of the network, we have to view large amounts of technical detail in real time.

Our screens must be capable of showing an extremely broad range of information at an exceptional standard of quality across several metres. One of the traditional challenges of plasma is that the quality deteriorates fairly rapidly as images are burnt irreversibly onto the screen. As a result, in the past our screens have needed replacing regularly."

As there is no phosphor used in the production of LCD screens, static images are prevented from burning irreversibly onto the screen – effectively doubling the life cycle of the display. LCD screens also have a wider viewing angle so that information can be clearly seen from any angle within the operations room.

The benefits of an LCD approach for Vodafone were also reflected in the total cost of ownership. This is considerably lower than plasma due to its longer life span as well as a lower power consumption and weight. Typically, energy consumption of large LCD screens is 20% less than plasma screens.



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Lee Jones continued: "We wanted to ensure that we got the best return on our investment. High quality, lower energy consumption and a longer shelf life made the LCD solution an easy decision."

Vodafone was so impressed by the NEC Display Solutions LCD screens that it is now also using them to display public information, including text, pictures and DVD quality videos across their headquarters.

Lee Jones: "Overall, the quality of NEC Display Solutions LCD screens provided an easier viewing experience for staff in our operations centre and provided an excellent public display screen across the open areas of our headquarters."

NEC Display Solutions UK's managing director, Stuart Hudson said: "Working closely with both Vodafone and RSL, one of our resellers, we have been able to provide Vodafone with a solution that ensures that they can view their entire mobile network clearly at a moment's notice."

The screens have also worked as public display screens in their headquarters—showing their versatility and how they match with Vodafone's successful and well-recognised brand."

Hudson continues: "While plasma has some advantages for the home environment, high burn-out rates mean it is not cost-effective for leisure and corporate public display environments. The quality of our LCD offering is reinforced by the fact that to date we have not lost one 'shoot-out' against plasma in a competitive Public Display tender."

For further information on NEC Display Solutions products call

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