



TRAVEL AGENT LUNN POLY BOOKS WITH NEC DISPLAY SOLUTIONS' 15" LC DISPLAYS

"NEC Display Solutions was able to offer us a flat panel which not only complemented the design of the store, but also met with all our technical specifications and provided us with a cost efficient, space saving unit. We have been continually impressed by the high quality of service and product we have."

Mark Finch, Project Manager

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With around 800 Holiday Shops throughout the UK and employing around 6,000 people, Lunn Poly are one of the UK's leading travel agents. Lunn Poly are changing the face of the traditional travel agent by bringing a whole new look to its high street shops with more spacious, comfortable and modern interiors. In accordance with designer specifications, Lunn Poly chose to equip 300 of its newly refurbished shops with 15inch flat panel displays from NEC Display Solutions.

The LCD panels represent a shift from the tour operator's traditional CRT approach. Lunn Poly and the new shop designers considered CRT monitors to be too bulky and impractical for a role which demands concentrated use of the monitor by both the sales consultant and the customer. As a result, LCD monitors were incorporated into the original designs of the shop to create a more space efficient, ergonomically friendly and customer focussed experience for both staff and customers. NEC Display Solutions won the order following a competitive pitch against other leading manufacturers, including Phillips, due to

its ability to provide cost efficient, high quality, multimedia products at a very competitive price.

The 2,400 panels selected by Lunn Poly not only offer a multimedia capability ideal for travel agents showing video clips of resorts, but also provide an easy to use tilt function for maximum viewing flexibility. Users also benefit from a high brightness display with excellent contrast and a high viewing angle.

The LCD displays not only offer travel agents significant space saving, they have a lower total cost of ownership than previous CRT models thanks to a significant reduction in power consumption and heat output.

Stuart Hudson, Managing Director, NEC Display Solutions UK Ltd., said: "Lunn Poly needed a screen that was easy to manipulate and enabled both the customer and travel agent to view from all sides of the desk without having to sit face on to the monitor. Our fifteen inch range is designed to do just that and will provide both agents and customers with a consistent, sharp image across all new, UK retail outlets."

