



Maybe you saw the demos at ISE? Produced in conjunction with NEC Laboratories in Heidelberg, NEC showed demonstrations of Virtually Me and Heatmap, to prove how sensors can be used real-time for audience measurement, interactive digital signage and targeted advertisement.

"Static billboards and signage is rapidly being replaced by sophisticated digital signage, which can be interactive, responsive and real-time." says Stefanie Corinth, VP Marketing & Business Development at NEC Display Solutions Europe. "Combined with the foray into the rapidly growing European DOOH sector, NEC is developing a range of products and solutions that ensures we remain a pioneer in all aspects of display technology."

Attendees got a hands-on look at:

## NEC Demos Interactive Role of Sensors

Written by Bob Snyder  
29 March 2011

---

- NEC's MultiSync X551UN that made its global debut on the ISE stand. With the slimmest bezel on an LCD video wall product, this ultra-thin, 1920 x 1080 resolution display will, for the first time, introduce a direct LED backlight solution for video wall applications with planned image transitions of just 5.7 mm. Visitors also saw the new high-end MultiSync X461S and X551S displays, each with LED backlighting and equipped with pro public display panels.

- The Virtually Me and Heatmap showcase highlights how sensors can be used in real-time for audience measurement, interactive digital signage and targeted advertisement. The demos are based on the CMF (Context Management Framework) sensor middleware technology from the NEC European Laboratories and have been integrated with Instoremedia's Digital Signage platform.

Go [NEC showcases sensors](#)