

Empowered by Innovation

**NEC**

# **NECO** *Green IT*

NEC Display Solutions –  
Protecting the environment and your investments

**see more.**

NEC Display Solutions





▶ IT products make up approximately 2% of global CO<sub>2</sub> emissions, a figure that is comparable to emission levels in the aviation industry. ▶ The market research institute, Gartner Research, estimates that by the year 2010, 75% of all IT users will

Climate change, protection of the environment and the responsibility of companies as well as individuals for their effects on the global ecological balance have become key social issues. IT users are increasingly making “green” decisions, and the demand for more environmentally friendly information technology is on the rise. Lower power consumption alone is not enough. Energy efficiency, better recycling, avoiding the use of toxic substances in the manufacturing process and an environmentally conscious corporate philosophy are central aspects at NEC Display Solutions.

Protecting our natural resources and the environment is one of our top priorities. In line with the NEC "Environmental Management Vision 2010", NEC ensures that anything that impacts on the environment is sustainably reduced. This brochure points out which directives, standards and voluntary initiatives underlie the core issues: recycle, re-use and reduce, and thus contributed to establishing energy storage as the fifth energy source, in addition to oil, gas, coal and nuclear energy. We are committed to assisting our clients in understanding and measuring their environmental impact and how NEC Display Solutions can contribute to sustainably increasing energy efficiency and thus improving their carbon footprint. Just one example, in addition to developing environmentally friendly technologies, materials and products, as well as environmentally sound concepts for every stage of a product's life cycle, of NEC Display Solutions' contribution to protecting the environment.

## NEC GREEN COMPANY PROGRAMS – WORLDWIDE STANDARDS WITHIN THE NEC GROUP

### Global compact

The basic principle of sustainable development is deeply rooted in NEC's corporate philosophy. The active participation in global projects such as Global Compact, the largest initiative worldwide, launched by the United Nations, made up of companies committed to social responsibility, as well as further projects around the world, are central to our environmental strategy. These are initiatives which generate a greater sense of responsibility for the environment, and promote the development and spread of environmentally friendlier technologies.



### Actively contributing to environmental protection

The NEC Environmental Charter was established in 1991, with the harmony between industry and the environment being adopted as one of the key issues of management at NEC. The seven-point action plan

is expanded and adapted to the latest scientific findings on a continual basis.

NEC Display Solutions is actively involved in formulating and implementing global environmental policies in practical terms. As a member of EICTA, the umbrella organisation of the European ITC industry, the Environmental Protection Agency (EPA) in the US, the International Organization for Standardization (ISO) as well as the Japanese organisations Japan Electronics and Information Technology Industries Association (JEITA) and Japan External Trade Organisation (JETRO). Together, they play a significant role in developing and implementing international directives on the environment and trade.

### Green procurement policy

NEC Display Solutions ensures that its own plants as well as those of external suppliers are certified exclusively according to the strict ISO norm 14001, for environment management systems on a global level. Production processes are optimised according to environmental aspects; packaging, transport and recycling must conform to the latest directives.



make their purchasing decision based on environmental impact. ▶ Approximately 11% of household power consumption is generated by electronic devices in standby mode. ▶ At present, approximately 25% of electronic waste in Europe is recycled.

Contributions to a positive life cycle assessment are sought – from extracting raw materials through to their manufacturing right through to their recycling or waste management.

## ENVIRONMENTAL PROTECTION ACTIVITIES IN EUROPE – RECYCLE, RE-USE, REDUCE

### Integrated approach

Display products and solutions by NEC Display Solutions conform to the requirements of independent standards and seals of approval such as ISO, TCO and EPA Energy Star. NEC fulfils all national environmental obligations and meets all directives set forth by the European Commission and where possible, goes above and beyond them.

At the European level, the “NEC Display Solutions Environmental Team” is committed to implementing all EU directives in force, including those being conceptualised, such as WEEE, RoHS and the ordinance on packaging materials. A "green team"

comprising of staff members from many different departments, for example, service, logistics, product management and legal, has been set up to ensure all aspects of development and monitoring are met in the manufacturing and distribution processes through to evaluating sustainability.

### RoHS Directive 2002/95/EC

This directive limits the use of hazardous substances in electric appliances and electronic devices (RoHS). Essentially, it covers six substances lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls and polybrominated diphenyl ethers. All products launched on the market since January 2006 fulfil the RoHS directive.



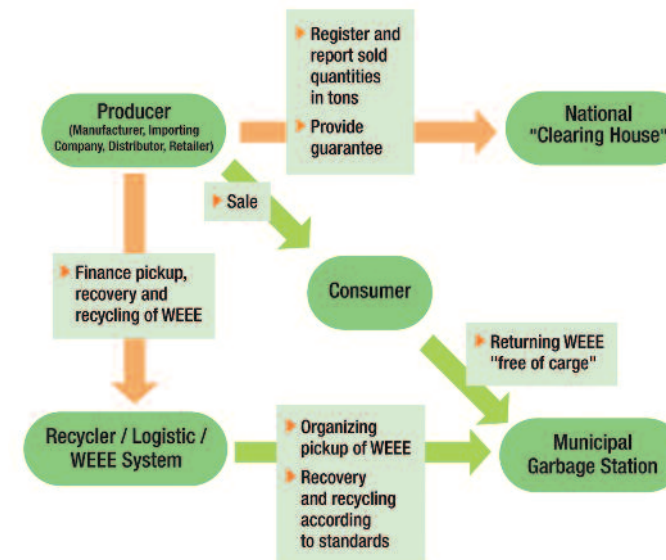
### WEEE (Waste Electric and Electronic Equipment)

The objective is to avoid, reduce and dispose of electronic waste in an environmentally sound manner. All products by NEC Display Solutions have fulfilled the WEEE directive since the beginning of 2005. In addition, our packaging conforms to the EU Directive



94/62/EG, which lays down the requirements for the composition, recyclability and usability of packaging and packaging waste. The EU Directive 91/157/EC

on reducing environmental risks by improving the disposal and recycling of batteries has also been implemented in the company, in the areas of waste management and recycling.



### EUP Directive (Energy Using Products) 2005/32/EG

This directive aims to improve the environmental impact of products which operate using energy by specifying even more energy-efficient measures and more specific ecological design requirements. In addition to reducing power consumption, the directive is also geared towards the product's life cycle, from the development right through to the disposal phase. Thus when it comes to display products, the materials consumption, radiation and toxicity of materials used are taken into consideration. The EU is expected to pass the directive from the middle of 2008 and, accordingly, will be implemented in the product development and production phases by NEC Display Solutions.

### CORPORATE SOCIAL RESPONSIBILITY

At NEC Display Solutions, Corporate Social Responsibility (CSR) means raising the quality of how business is conducted and managed. Compliance to the NEC Code of Conduct is fundamental, specifically the observance of laws and regulations as well as



► By 2011, an average of 300 hectares (750 acres) of forests will be planted in conjunction with NEC's ecotona forestation programme each year. The forest will absorb no less than 1 million tonnes of CO<sub>2</sub> in the coming years.

social norms and business ethics. In addition to the obvious duty of legal and regulatory compliance, behaving in line with the changing mindset and rules of societies worldwide is indispensable to implementing business activities that benefit customers, society and the environment.

## GREEN IT DISPLAYS

### Environmentally friendly functions

The clever power saving functions of NEC Display Solutions products pay off – for users as well as for the environment. NEC displays and projectors, with integrated Eco Mode, minimise power usage, which is low to begin with, at the push of a button. They also extend the product life, specifically of projector lamps. Furthermore, automatic power-off, standby mode and intelligent power management contribute to reducing the burden on the environment as well as operating costs. With their AmbiLight function and the integrated ambient light sensor, NEC MultiSync® 90 series displays automatically adjust the screen brightness to the brightness of the room. Even

shutting the device off can be controlled via these functions, which save energy and are easy on the eye – for example, when the light in the room is turned off via a central light control.

### Carbon footprint

Innovative information technologies are one of the key factors to reducing worldwide carbon dioxide emissions. The aim of NEC Display Solutions is a neutral carbon footprint. To this end, users are given active control over a display's carbon footprint. For instance, the EA Series are equipped with an innovative Carbon Savings Meter. The carbon savings through the Eco Mode function setting or a reduction of the brightness are indicated via the On Screen Display, as is the reduction of the CO<sub>2</sub> footprint in comparison with the average values listed in the manual. To make sure valuable savings potential does not inadvertently remain unused, the Eco Mode Notifier indicates the setting for the Eco Mode status whenever the monitor is turned on or whenever the input signal is changed.



Packing and shipping have also been minimised at NEC Display Solutions to reduce the CO<sub>2</sub> footprint. Smaller packaging contributes to a reduction of CO<sub>2</sub> emissions of about 35%. NEC MultiSync® 90 series models are available without stand upon request; they are generally offered optionally with NEC Public Displays. In addition, NEC Public Displays are already shipped with an energy-saving presetting of 500 cd/m<sup>2</sup>.

### TCO development

The Swedish TCO organisation is the forerunner throughout Europe in ergonomics. With a multitude of ergonomic functions and technologies, NEC monitors always meet the latest TCO norms and are considered to be the ergonomic trendsetter on the market. With the latest TCO'03 and TCO'06 norms, increased recycling directives, specifications for maximum power consumption and the use of chemical materials take effect in addition to standards of ergonomics and the emission of magnetic and electronic fields.



### EPEAT™

EPEAT is a three-tier environmental protection seal system which compares desktop computers, notebooks and monitors based on 51 environmental criteria, such as power consumption and energy efficiency, product longevity, use of toxic substances, recycling, packaging and certification of corporate performance according to ISO 14001. Most of the NEC desktop LCD displays have received the EPEAT Silver certification, which in addition to the 23 mandatory criteria also includes conformity with 14 optional requirements. Recently, the first NEC desktop LCD displays have also received the highest distinction for particularly environmentally friendly products from the US EPA (Environmental Protection Agency): the EPEAT Gold certification.



With NEC Display Solutions you are investing in a "green" future. And, at the same time, you benefit from innovative energy-saving functions, environmentally sound materials, greater product longevity and thus, a lower total cost of ownership.

Display products from NEC – protecting the environment and your investments.



**see more at: [www.nec-display-solutions.de](http://www.nec-display-solutions.de)**  
**Please also visit the Environmental  
Campaign on our website.**

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