**PRESS CONFERENCE AND UNVEILING AT NAB 4/14/24 AT 1 PM**

**BOOTH C2816**

**EMBARGO TO 4/12/24**

**Media contact:**

Camille Burch, Marketing Director

(678) 481-0459‬

c.burch@neoti.com

**PANTONE™ Awards Neoti’s New UHD Pro XF+™ the World’s First PANTONE™ Validated and PANTONE™ SkinTone™ Validated for dvLED Video Walls**

* PANTONE Validation is a mark of excellence in color output.
* UHD Pro XF+ utilizes the most sophisticated components and advanced processing technologies to achieve authentic color reproduction in LED.
* Neoti dvLED meets PANTONE’s rigorous standards for color fidelity.
* InfiniteColor technology automatically ensures that true color uniformity is maintained long-term, over the life of the display.

**BLUFFTON, INDIANA (April 12, 2024)** – Neoti, an industry leader in dvLED video displays, announces that their new UHD Pro XF+ is the world’s first LED display to be named PANTONE Validated and PANTONE SkinTone Validated for dvLED displays. Pushing the limits of LED performance, UHD Pro XF+™ features 26-bit color depth, immersive 3D performance without viewing fatigue, and multi-image framesync.

“We are excited to announce Neoti as the world’s first partner to achieve Pantone Validated and Pantone SkinTone Validated for their dvLED UHD ProXF+ product,” said Iain Pike, Senior Global Director of Product and Licensing at Pantone. “Our color experts worked together with Neoti to test and validate their ability to authentically reproduce Pantone Colors and Skin Tones. These are distinctive marks that Neoti can share with their customers to demonstrate they deliver true color fidelity.”

“It’s time the LED industry be held to higher color standards, much like the print industry,” commented Neoti CEO Derek Myers. “No matter the content, it’s intended to be displayed with very specific color fidelity, and to maintain this standard over time. Thanks to InfiniteColor technology, UHD Pro FX+ delivers true color across every vertical.”

UHD Pro XF+ is a more harmonious display as the display and controller are engineered with the same propriety, by the same engineering team. The system delivers genuine color reproduction thanks to the sophisticated color space engine. The

technology achieves the purest black levels and gradients at extremely low brightness, making it versatile for even the most demanding ambient light environments. UHD Pro

XF+ will be the first PANTONE Validated dvLED technology joining the lineup that includes desktop displays, laptops, cameras, projectors and digital signage.

View UHD Pro XF+ in person at upcoming trade shows in Las Vegas: NAB April 14-17, or InfoComm June 12-14. A press conference, product unveiling and Q&A with PANTONE and Neoti experts is scheduled for Sunday, 4/14 at 1 PM in Booth C2816.

For more information about UHD Pro and Neoti’s full line of dvLED products, visit our website at [www.neoti.com](http://www.neoti.com) or contact us at [sales@neoti.com](mailto:sales@neoti.com). To set up an appointment to view this technology firsthand at an upcoming trade show, email [info@neoti.com](mailto:info@neoti.com).

**About Neoti**

Founded in 2006, [Neoti](http://www.neoti.com/)is a worldwide leader in video display technology offering a wide range of dvLED video display products to help broadcast studios, government, control rooms, corporations, education, hospitality, entertainment, transportation, sports venues and retail markets clearly communicate their message and product information in all environments. We build strong relationships by living out our core values – People First, Technology Expertise, Total Commitment, and World-Class Support.

###