

# NEC-Mitsubishi Electronics Display Style Guide

Last Update: 4/8/03

For content consistency, the following guidelines are to be followed for all NEC-Mitsubishi materials.

- Use “/” in company name only when it is being used in logo form. In all other instances, use “-”.
  - NEC-Mitsubishi Electronics Display
  - **NOT** NEC/Mitsubishi Electronics Display
- \* Use full name at all times in all formal documents (press releases, advertisements, legal, etc.). In other documents, use full name upon first reference; thereafter, use NEC-Mitsubishi.
  
- For all NEC products that are branded “MultiSync,” include “MultiSync” in all references.
  - NEC MultiSync LCD1860NX
  - NEC MultiSync FE991<sup>SB</sup>
  - **NOT** LCD1860NX or FE991<sup>SB</sup>
  
- For NEC’s MultiSync LCD and MultiSync FE and FP lines, **DO NOT** break up model names.
  - NEC MultiSync LCD1880SX
  - NEC MultiSync FE770
  - **NOT** NEC MultiSync LCD 1880SX or MultiSync FE 770
  
- For the NEC AccuSync line of CRT monitors, models should be referred to as:
  - NEC AccuSync 90
  - NEC AS90
  - **NOT** NEC AccuSync AS90
  
- When referring to monitor screen size, use quotation mark instead of “inches” or “in.”.
  - 15” monitor
  - **NOT** 15-inch monitor or 15-in. monitor
- \* Use “inches” when a measurement does NOT precede it. Use “in.” when referring to measurements other than monitor screen size.
  
- When referring to a range of numbers, use a hyphen rather than “to” with no spaces before or after the hyphen.
  - A fine variable grille pitch of 0.25mm-0.27mm for ....
  - Installation requires 20-30 min
  - **NOT** A fine variable grille pitch of 0.25mm to 0.27mm for ...
  
- Instead of “over,” use “more than”.
  - the monitor features more than 85% reduction in glare
  
- When using acronyms, spell out upon first reference. Use acronym in following references in same document.
  - digital signal processing (DSP) control system...
  - DSP enables extremely precise adjustments...
  
- A space is placed between the number and measurement form except for millimeters.
  - 25.6 lb
  - 19 in.
  - **NOT** 25.6lb
  - 0.25mm
  - **NOT** 0.25 mm

- With any form of measurement, use the numeral rather than writing out the number. Numbers of 10 or more must always be written as numerals.
  - 1 hr
  - 5 ft
  - 3 years
  - Seven monitors
  - 16 monitors
  - **NOT** one hr
  - **NOT** three years
  - **NOT** sixteen monitors
  
- When referring to a number of less than 1, place a “0” in front of the decimal.
  - 0.25mm
  - **NOT** .25mm
  
- When citing a website address, use “http://” only if the address does not contain “www”.
  - For more information, visit <http://gov.necmitsubishi.com>
  - Visit [www.necmitsubishi.com](http://www.necmitsubishi.com) for details.
  - **NOT** Visit <http://www.necmitsubishi.com> for details.
  
- When referring to dimensions, place unit of measurement after last number.
  - 19.5 x 19.3 x 18.6 in.
  - **NOT** 19.5 in. x 19.3 in. x 18.6 in.
  
- When referring to resolution or dimensions, use an “x” instead of “by”.
  - the resolution supports up to 2048 x 1536
  - the cabinet measures 19.5 x 19.3 x 18.6 in.
  - **NOT** the resolution supports up to 2048 by 1536
  
- When using a “/” **DO NOT** leave spaces before and after.
  - 53.6 lb/24.3 kg
  - **NOT** 53.6 lb / 24.3 kg
  
- Use “to” when referring to a change in measurement.
  - The variable grille pitch was increased from 0.25mm to 0.27mm
  
- When referring to an angle degree, use °.
  - the viewing angle is 160°
  - **NOT** the viewing angle is 160 degrees
  
- When referring to temperature, write the number followed by the Fahrenheit abbreviation.
  - the temperature range is 60-150F.
  - **NOT** the temperature range is 60-150 degrees
  
- When using the term “versus,” abbreviate it as “vs.”
  - In studies of flat-screen CRTs vs. traditional curved-screen CRTs
  
- With all numbers less than 10,000, do not use a comma.
  - 5500
  - 9999
  - 15,000
  - **NOT** 6,000
  - **NOT** 25000
  
- Word combinations that require hyphenation:

- easy-to-use
- edge-to-edge
- on-screen

• Word combinations that **DO NOT** require hyphenation or two words:

- setup<sup>1</sup>
- worldwide
- website
- online

<sup>1</sup> Example refers to usage as a noun. As a verb, it should be split into two words.

• Measurement form abbreviations:

- pounds = lb
- inches = in.
- feet = ft
- millimeters = mm
- kilograms = kg
- hertz = Hz
- kilohertz = kHz
- megahertz = MHz
- milliseconds = ms
- candellas per meter squared = cd/m<sup>2</sup>
- watts = W

• In a list of three or more words, **DO NOT** place a comma before “and”.

- The screen virtually eliminates glare, reflection and distortion.
- **NOT** The screen virtually eliminates glare, reflection, and distortion.

• When an acronym’s first letter begins with a vowel sound, use “an” before it.

- When purchasing an NEC-Mitsubishi monitor...
- **NOT** When purchasing a NEC-Mitsubishi monitor...

• NMD-A technologies, sub-brands, slogans and programs that require trademark symbols following their reference include:

Technologies	Sub-Brands	Slogans	Programs
AccuColor®	AccuSync™	See More™*	ChanneLink®
Advanced No Touch Auto Adjust™*	Diamond Plus®	Visual Energy™	Integration Select™*
Ambix®	DiamondPoint™		NEC-Mitsubishi Select Integrators™*
Ambix+™*	Diamond Pro®		ProPartner Select™*
AutoBright™*	Diamond Scan®		System Builder Select™*
CableComp™*	MultiSync®		Total Trade™*
ClearFlat™	SpectraView™		GovLink™*
CromaClear®			GovLink Select™*
Diamondtron NF®			Rental Partner Select™*
Diamond Control®			Premium Protect™*
ErgoDesign®			
FullScan®			
GlobalSync®			

Intellibase™			
IPM® (Intelligent Power Management)			
NaViSet™			
No Touch Auto Adjust™*			
OmniColor™			
OptiClear®			
OptiClear+™*			
OptiShield™			
OSM®			
Rapid Response™*			
Reduced Magnetic Field™*			
SuperBright™*			
XtraView®			
XtraView+™*			

\* name not undergoing registration

Note: Use of these marks should be used only upon first reference of the word in any given material. Names in red are exclusive to NEC-Mitsubishi Electronics Display of America, Inc.