

# SCREENS.tv

The world of screen media,  
working for you

DIGITAL SIGNAGE • DIGITAL OUTDOOR ADVERTISING • RETAIL MEDIA

05 February, 2008 13:09

## Netpresenter intros sub-\$1500 software

by [Steve Gold, business correspondent](#)

**By taking a non-proprietary approach to its digital-signage software, Netpresenter says it has been able to develop a package for significantly less than the competition at just £695.00 (\$1368).**

The Windows software will give smaller business full access to enterprise-strength signage technology, says Steve Osborn, Netpresenter UK's managing director.



"Whilst our main business is in servicing the needs of major corporations with large real estates of screens, we also recognise that prices of signage systems have fallen," he said.

"We've therefore introduced an entry-level system to allow smaller companies to install a signage system where previously they could not have justified the cost," he added.

According to Osborn, because Netpresenter Standard Communications Suite uses conventional Windows commands, users can create professional-looking signage presentations in a relatively short time.

"There's no VBScript or other scripting languages built into the software, so there's no chance of a virus infecting the system," he said, adding that the presentations can be displayed on a wide range of screens, ranging from plasmas and LCDs right down to mobile phones.

### Small files

Osborn went on to say that if users preload their screen images and graphics on the system, each script update typically comes in at around 15Kbyte in size.

"This low file size is especially useful if, for example, a smaller company is running its signage network across the same system as its retail tills. The updates can be a lot more frequent than with a larger signage network and include information for staff. It's a staff-information system, as well as a signage package," he told SCREENS.tv.

Netpresenter, which has offices in Germany, the Netherlands, the UK and the U.S., plans to offer the £695 software through its network of distributors and resellers.

Potential users can also download a free trial of the software from the company's Website.

[www.netpresenter.com](http://www.netpresenter.com)

Printed from [http://www.screens.tv/article/1181/Netpresenter\\_intros\\_sub-%241500\\_software.html](http://www.screens.tv/article/1181/Netpresenter_intros_sub-%241500_software.html)

© copyright Saint John Patrick Publishers Ltd . Regd in England . 02889805 . VAT No. 645119738 . Terms of Use . Site Map . Web site by Compelling Minds