

## Breaking News

### New Netpresenter Digital Signage Targets Small Businesses

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Netpresenter has introduced Netpresenter Message Server 8, an online content management platform that provides broadcast-quality PC and digital signage presentations. According to the company, smaller shops and business can use the new software to attract customers' attention with TV-like presentations.

Company officials say Netpresenter Message Server 8 allows small shop and business owners to create and change presentations online for any screen. By using the program's dynamic background templates, shop owners can create presentations that include movement, for a reportedly TV-like appearance.

"Screens attract attention, especially screens with moving images. A picture of a car that-literally-jumps into view, or an image of a gold watch that slides onto a screen in one smooth motion; moving images help sell more," said Netpresenter CEO Frank Hoen in a statement. "Smaller businesses, such as bakeries and hairdressers, often see digital signage as too troublesome and expensive. With Netpresenter, all you need is a screen connected to a Windows PC. On that PC, you install the Netpresenter software-all with a few simple mouse clicks. Netpresenter software is easy to install and easy to use; anyone that can send an e-mail can use our software."

Netpresenter Message Server 8 also includes such features as tickertapes with news headlines.



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