

## NEWS RELEASE

### **Police Arrests 7 Using Netpresenter Digital Signage** *Innovative system broadcasts APBs on plasma screens, PDAs and PC screensavers*

*New York, June 5, 2007 – Dutch Regional Police Forces Groningen have implemented a new system to broadcast APBs via digital signage screens, PC screensavers and PDAs. The integrated system, provided by Netpresenter, resulted in seven arrests. Other police services using this solution include Liverpool's Merseyside Police and Toronto Police Forces.*

*24/7, the system shows pictures, APB information and even video material of wanted and missing persons on big screens in secured areas in police stations, on the intranet and on officers' PDAs. With the latter, GPS is used to offer location specific information. In the future, the system will also be showing APBs on PCs, as a screensaver or, with urgent information, as a pop up window. The system uses colour codes so officers can immediately see what type of message it is and what priority it has.*

*Displaying APBs on large screens has proven its worth during a trial period with only seven screens. Seven suspects were recognised and detained thanks to the new Netpresenter system. "The strength of the solution is recurrence of the message," claims Roland Hiemstra, project leader digital media at Regional Police Forces Groningen. "Faces and names of suspects are remembered better because the officers see the information multiple times. Officers often tell me they were able to make an arrest because they recognised a face or name from Netpresenter."*



*"The idea for the new system came from within the organisation. The police is a very information intensive organisation. Many detectives were struggling with the overload of information from intranet, briefings and e-mail. Because important information such as APBs was sometimes overlooked, the police forces searched for a system to get the right information to the right people at the right time. To see our software does just that, is great," says Frank Hoen, CEO of Netpresenter. "Other forces, from all over the world, are now also looking into combining plasma screens, PC-monitors, intranet, PDAs and in car-systems. It has just proven to be the best solution for tailor-made communication to a specific audience."*

*With the system, Regional Police Forces Groningen follow in the footsteps of police forces worldwide using Netpresenter for their internal communications, including Liverpool's Merseyside Police and Toronto Police Service. In Toronto, Netpresenter is used to broadcast internal information, including information on terrorist threats and missing children to all*

PC and in-car workstations. Regional Police Forces Groningen however, are among the first police forces worldwide optimizing the internal communication of APBs by using the right mix of push and pull technology – 24 hours a day, 7 days a week. And they do so successfully. Research shows 85 percent of the officers appreciate the system; 60 percent would feel less informed without the system.

*“With Netpresenter we can re-use the same information for different channels without adding to the work. The system leads to significant time and cost savings and can easily be linked to other systems. Another benefit – anyone that can use e-mail can work with this system; it is that easy,” concludes Hiemstra.*

For more information on Netpresenter or to download artwork, please visit the website: <http://www.netpresenter.com/news-press-releases.html>

### **About Netpresenter**

*Netpresenter is a leading provider of innovative communication software that improves knowledge distribution, internal communication and safety within organisations. Products include digital signage technology, screensaver message systems, multimedia newsfeed servers and emergency alert systems.*

*Today, more than one million employees use Netpresenter solutions, at organizations such as Sony, Nokia, Jaguar, Schiphol Amsterdam Airport, Volkswagen, Ford, Pratt & Whitney, Unilever, US Navy, and police and government agencies worldwide.*

*The company is headquartered in the Netherlands with offices in the UK, Germany and the US. In addition, Netpresenter has an extensive network of VARs, resellers and distributors worldwide.*

More information can be found on the website: [www.netpresenter.com](http://www.netpresenter.com)

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