

NEWS RELEASE

Netpresenter First with Professional End-to-End Digital Signage Software for Less than 1,000 USD

Brings enterprise-strength Digital Signage and PC screensaver solution within reach of small and medium sized businesses

New York, January 29, 2008 – Netpresenter (www.netpresenter.com) introduces Netpresenter Standard Communications Suite, an affordable, entry-level digital signage and PC screensaver solution for small and medium-sized businesses. For 995 USD, SMEs can now enjoy professional digital signage on both big screens and PCs, as used by multinationals worldwide, including Sony and Nokia.

With this end-to-end software suite, professional looking presentations can be created online within minutes. Users can easily add text, photo's, logo's, Flash images, (streaming) video and hyperlinks. These presentations can then be played back on all available screens, such as big LCD/ plasma screens, PC monitors (as desktop player or screensaver) and even mobile phone and PDA screens.



“Even though prices for LCD and plasma screens have decreased dramatically over the past years, most small and medium sized businesses could not afford a truly professional digital signage solution. Most software is still high-priced, and a series of big screens remains quite an investment. With the entry-level Netpresenter software suite, organizations can broadcast their news on any screen available, whether this is a PC or TV screen. So not only is the software more affordable, but the additional

expenses are negligible, finally bringing professional digital signage within everyone's reach," says Frank Hoen, Netpresenter CEO.

"This can have a tremendous impact on the business performance of SMEs, as digital signage advertising has true stopping power. Recent research by consumer research company OTX* found 63 percent of all adults notices advertising on big screens, which is more than any advertising media. People are often entertained by the big screens, which helps the message to sink in better. The same research showed no less than 36 percent of the interviewees took action as a result of seeing adds on big screens!" continues Hoen.

But Netpresenter's communications software cannot only be used to inform customers and visitors of the latest discounts, products and plans. It can also be used to inform staff of the latest internal news, or warn all in case of an emergency. "A lot of companies still communicate with their staff via emails-to-all. Even though everybody knows these mails are not very well read, it often lacks a better solution. Netpresenter actively brings the news to the staff's attention, anytime they are not working. Because they see the same message several times, it is not only noticed, but also remembered better," concludes Hoen.

Next to easy and affordable digital signage solutions for small to medium sized businesses (Standard Software Suite), Netpresenter provides software suites tailored to the needs of larger organizations: Netpresenter Professional Software Suite for medium sized to large organizations, and Netpresenter Enterprise Software Suite for multinational corporations. Netpresenter's communication software is already used by 1 million users working at multinationals worldwide, including Sony, Nokia and DSM.

For more information and photography, please visit the website:

www.netpresenter.com

* The effect of Digital Signage advertising, Digital Out-Of-Home Media Awareness and Attitude study 2007, conducted by consumer research company OTX , October 2007

About Netpresenter

Netpresenter provides innovative communication software helping organizations to easily get their message across to employees and customers - using PC monitors, large LCD/ plasma screens and/or mobile devices. Because the same information is brought to the attention time and time again, in the form of PC screensaver, PC desktop, mobile phone or Digital Signage messages, it is seen and remembered better.

Apart from greatly improving (internal) communications, the software drives traffic to the intranet and solves e-mail stress and information overload issues. And as the same system can be used to warn everyone effectively and immediately in case of an emergency, it also improves staff's and visitor's safety.

Netpresenter solutions are already used by 1 million users working at multinationals worldwide, including Sony, Nokia and DSM. But with prices starting at 75 USD a month, or 995 USD for a one time purchase, the company also provides easy and affordable (hosted) Digital Signage solutions for small to medium sized businesses.

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.

Please visit the website for more information: www.netpresenter.com

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