

## NEWS RELEASE

# Netpresenter Brings Flash and YouTube Content to Digital Signs and Screensavers

**New version of Digital Signage, PC screensaver and Alert Player boosted with YouTube, Flash Rich Media, video, animation and ticker tape functionality**

New York, April 17<sup>th</sup>, 2008 – Netpresenter ([www.netpresenter.com](http://www.netpresenter.com)) launches Netpresenter Player 5.0, the next generation in digital signage player software. Key new feature is support for Adobe Flash content and YouTube videos, enabling delivery and playback of these content types on PC desktops, large (digital signage) screens and even mobile devices.

Users can include a broad range of dynamic content to their presentations, including Flash animations, live news feeds, live streaming video, TV channels, and even YouTube videos. It also allows the addition of smooth running, CNN like, ticker tapes to the screens, and transparent GIF images, often used for weather and traffic maps. "The new generation Player allows users to really spice up their digital signage and PC desktop presentations, screensaver and alert messages. Making a presentation come to life has never been this easy," comments Frank Hoen, Netpresenter CEO.

The new version of the Netpresenter Player also offers so-called dashboard functionality. This ensures current database content, including sales graphs, live financial data, customer retention stats etc., can be added to the Netpresenter presentation. "By feeding database content to Netpresenter, slides can now contain even more types of information. Many companies want to share figures on support calls handled, client wins and other corporate statistics with their employees in real-time in order to give staff the feeling they are valued and trusted. After all, research shows, effective employee communication can spell the difference between retaining employees and losing them\*," Hoen adds.



*Netpresenter PC Player and Screensaver*



*Netpresenter Digital Signage TV Player*

Netpresenter Player 5.0 supports all Windows versions, from Windows 2000 through to Vista, including thin clients and Windows XP Embedded. Messages can be prepared or amended via any web browser.

The new version of Netpresenter's Player software is available immediately. For more information, please visit the website: [www.netpresenter.com](http://www.netpresenter.com)

\* Joint study by Insidedge and GolinHarris, 2005, among nearly 2,300 white- and blue-collar workers in the U.S. and the U.K.

### **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 staffs and visitors' safety.

Netpresenter solutions are already used by 1 million users working at multinationals worldwide, including Sony, Nokia and DSM. With US prices starting at 75 Dollar a month, or 995 Dollar 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](http://www.netpresenter.com)

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