

NEWS RELEASE

Netpresenter offers organizations & businesses professional Digital Signage free of charge

Netpresenter offers Free, no ads, full multimedia feature version of its professional Digital Signage solution as used by Sony and Volkswagen

New York, September 22, 2009 – Netpresenter, communication and alert software vendor, a.o. known for its innovative AMBER Alert system used in the Netherlands, introduces Netpresenter Free. Netpresenter Free is the free version of the Netpresenter Digital Signage software. Free can be used to create and publish Broadcast Quality, professional Digital Signage presentations on any screen. Netpresenter Free is free for use on one screen.

Netpresenter Free does not contain advertisements and offers a wide range of multimedia features. With a few simple mouse clicks, users can add video, photo's, Flash images and even YouTube videos to the presentation instantly. Tickertapes with news headlines can also be added. Slides full of movement, for example to promote services and products or welcome guests, can easily be created with the ready to use background templates.



Netpresenter Free brings Digital Signage to even the smallest organizations. All organizations need is a plasma or LCD screen linked to a Windows PC with internet connection. The tool itself is free for use on one screen. For any additional screens a limited flat fee is charged.

“Netpresenter Free allows even the smallest organizations to promote their organization, products and

services, motivate staff, welcome guests and update all on the latest news headlines, with flashy presentations on big screens. Until now, Digital Signage was not really an option for these small organizations. Netpresenter Free gives organizations the tools to create an attractive, flashy presentation in seconds. A few mouse clicks is all it takes

to create a slide with moving images, tickertapes with news headlines and even video. For example in shops a slide with the latest scooter model sliding in, or an exclusive watch on sale this week zooming into view,” says Frank Hoen, Netpresenter CEO.

For more information on Netpresenter free, please go to: <http://free.netpresenter.com>

NOTES TO EDITORS

About Netpresenter

Netpresenter is an internationally recognized communication and alert software company. One of the company flagship projects is the innovative AMBER Alert system used by the Dutch federal police.

Netpresenter offers software solutions for:

- **Digital Signage**
Snappy, dynamic presentations on large screens – for example in stores. An easy-to-manage solution with ‘stopping power’. Because Digital Signage is seen by 63 percent of the passengers-by. And over 36 percent takes action, prompted by a Digital Signage presentation!*
- **Internal communications**
Because corporate news and information is brought under the staff’s attention again and again – for example using professional presentations on PC screens (screensavers, desktop presentations), large screens and even mobile phones and PDA’s – it is seen and remembered better;
- **Emergency communication;**
Immediately alert all in case of an emergency. Use any screen, including mobile phones and PDAs. The AMBER Alert system (www.amberalertnederland.nl), used by the Dutch federal police, is an excellent example of a large scale emergency communication solution built and managed by Netpresenter.

Netpresenter software has been on the market since 1995 and currently drives more than 1 million screens worldwide; more than all competitors combined. Customers include multinationals such as Sony, Nokia, Sara Lee, Volkswagen, Adecco, Ahold, Barclays, Jaguar, Akzo Nobel, Toshiba, Unilever, GE, L’Oreal, Johnson & Johnson, Eastman, OGE and DSM, but also many police organizations, governments, schools such as Yale University, and hospitals including George Washington University Hospital and Lucille Packard Children’s Hospital. The software is also used by many SMEs worldwide. Netpresenter provides software solution to be installed at the local network of the customer (rental and purchase), but also offers hosted solutions via the internet.

For more information on Netpresenter, please check the website:

www.netpresenter.com

**Source: The effect of Digital Signage advertising, Digital Out-Of-Home Media Awareness and Attitude study 2007, OTX*

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