

NEWS RELEASE

New technology Netpresenter makes broadcast quality Digital Signage affordable for smaller shops and businesses **Netpresenter Message Server 8 offers affordable & easy Digital Signage**

New York, August 14, 2009 – Netpresenter, communication and alert software vendor, a.o. known for its AMBER Alert system, introduces Netpresenter Message Server 8. With this online content management platform, catchy, broadcast quality PC and Digital Signage presentations full of movement are only a few mouse clicks away. Smaller shops and businesses can now also attract customers' attention with TV-like presentations of products on sale, increasing turnover, just like the big chains. After all, Digital Signage catches the eye of 63 percent of the passengers-by*. And the more movement, the more people will turn their heads towards a screen.



Broadcast quality Digital Signage via Netpresenter

Netpresenter Message Server 8 allows shop and business owners to create and change eye catching presentations for any screen, online and within seconds. By using the new, dynamic background templates, shop owners can easily create a presentation full of movement. Bringing a TV-like presentation featuring the own products within 'a few mouse clicks reach' for everyone.

"It happens to almost anyone – you go shopping and have a very long to-do list. But then a screen with a deliciously looking cup of coffee and piece of apple pie catches your eye. Time for a break!" says Frank Hoen, Netpresenter CEO. "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."

“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. And, a rare feature in the Digital Signage industry, our solutions are very affordable,” Hoen adds.

Netpresenter Message Server 8 not only offers a series of new, dynamic background templates, but also many other new graphical features. It also allows users to add tickertapes with the latest news headlines to a presentation.

For more information on Netpresenter software, 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*

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.

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