

## NEWS RELEASE

# United States Government Printing Office moves beyond print

## Printing authority wins prestigious communication award for on-screen communication

Washington, December 15, 2009 – United States Government Printing Office (GPO) has dramatically improved its internal communication abilities, using video displays and existing PC screens to keep its employees better informed. Recent internal research shows most of the GPO employees agree that the new system helped make communication at GPO more effective. 57 Percent felt the system helped improve GPO communication ‘a great deal’ and 35 percent says communication has improved ‘somewhat’ thanks to the onscreen communication.

This successful project, won GPO the prestigious ‘Best of the Best’ Silver Inkwell Award from the International Association of Business Communicators (IABC/Washington). “This Award for the US Government Printing Office is well deserved. GPO managed to improve its overall communication significantly, increasing employee



satisfaction, motivating and inspiring staff and making everyone – blue and white collars, and those based at the headquarters and in field offices – feel part of the team. By this, GPO sets an excellent example for other organizations looking for ways to bridge similar gaps,” comments Frank Hoen, CEO of software company Netpresenter.

“Despite our use of a variety of print and electronic channels, our research found it wasn’t meeting the communication needs for a large portion of our 2,400 employees. We also found that many felt unrecognized for their contributions. To counter this, we implemented Netpresenter in 2008. To reach both blue and white collar staff, content is now broadcasted 24x7 on 50 wall-mounted monitors throughout the GPO campuses. The same content is pushed out to the screensavers of all agency desktops and kiosks in production areas. Keeping everyone equally well informed,” says Jeffrey

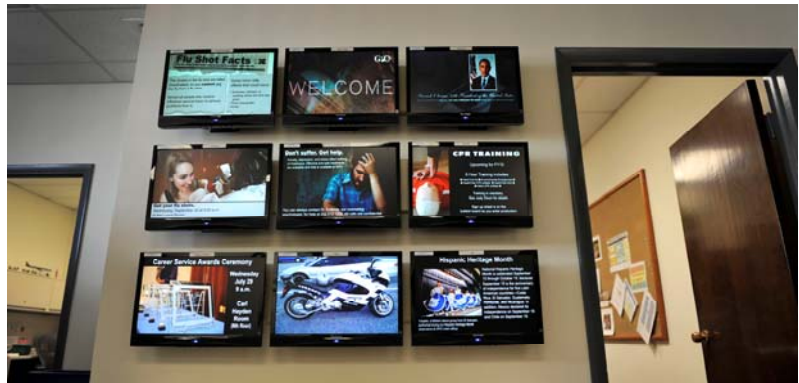


Brooke, Director, Employee Communications at United States Government Printing Office.

The new system also had to fill a content gap by providing a day to day update of what was going on at GPO. Focus area in this was to motivate and inspire staff, by trumpeting the efforts of employees who excelled. "About 1/2 of the content focuses on employee

recognition," explains Brooke. "We also use the system to spotlight some high-profile products and customers, such as the recent printing of the official portrait of President Obama. When we use it to inform staff of training opportunities, course enrollments typically jump 20-40 percent following Netpresenter exposure. And to remind people of key events. On the day itself Netpresenter allows for instant and timely content publishing. Quickly post photo's from events, even while they are still underway proved very effective, for example during the day-long Bring Your Children to Work Day event."

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



## NOTES TO EDITORS

### **About the United States Government Printing Office (GPO)**

GPO prints Congressional publications and U.S. Passports, procures all Federal printing and manages the Federal Depository Library Program of 1,250 libraries. GPO has 2,400 employees. Most of these employees work in Washington, but there are also a few hundred employees working in field offices.

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

### **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 passers-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](http://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 solutions to be installed at the local network of the customer (rental and purchase), but also offers hosted solutions via the internet (SaaS).

For more information on Netpresenter, please check the website:

[www.netpresenter.com](http://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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