

Sony Rolls out Netpresenter Screensaver & Digital Signage across Europe

Screensaver & digital signage technology becomes front end to internal communications systems

London / New York 22 March 2006 – Sony Europe has chosen Netpresenter as the primary means of signposting employees to the company's business, marketing, product and HR information. Sony is now running Netpresenter on over 5,000 PCs as well as on 200 plasma screens in public areas in over 25 locations across Europe.

Said Jane Sparrow, Head of Employee Communication at Sony:

"Ensuring our communications material gets noticed and read is down to a number of factors. We wanted something that would signpost our employees to information and Netpresenter fitted this need. Netpresenter ensures that internal communications gets noticed."

Netpresenter is fully integrated into Sony's suite of communications tools that includes email, weekly newsletter updates and of course the company intranet. Together, they are used to provide employees with the latest company information, including product marketing updates, people and facilities news, business results and market statistics. Netpresenter is also used to provide links to streaming video outputs on the company's intranet, enabling employees to watch videos at a time which is convenient and not disturb their colleagues.

Commented Frank Hoen, Chief Executive Officer of Netpresenter:

"Sony Europe is a great example of how to get the most out of Netpresenter's screensaver, emergency alert & digital signage technology. Netpresenter broadcasts the headlines and users can then click through to more detailed information on the intranet portal where they can find supporting articles, feature stories and links to other web sites. The headlines and videos are also displayed on plasma screens Sony-wide."

Concludes Jane Sparrow:

"Netpresenter is one of the fundamental means of communicating with our employees. The feedback we have received is that employees now remember news and product information when having conversations with clients."

About Netpresenter

Netpresenter develops end-to-end XML-enabled communication software solutions for organizations, such as screensaver message systems, emergency alert notification and narrowcasting / digital signage. More than a million people use Netpresenter solutions at companies such as Sony, Nokia, Jaguar, Schiphol Amsterdam Airport, Volkswagen, Ford, Pratt & Whitney, Unilever, US Navy and police and government agencies worldwide. Netpresenter has offices in Maastricht (Netherlands), New York, London and Aachen (Germany).

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