

DSM First Global 1000 with Digital Signage to Desktops

At DSM, Digital Signage to its 21,000 desktop screens is an alternative to Email

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DSM - A Netherlands based chemical & life sciences multinational – is the first Global 1000 company to inform all its employees with digital signage to its existing office PC screens. Digital Signage to the Desktop™ runs on all of DSM's 21,000 screens, and has already replaced several internal Email newsletters.

All of DSM's desktop PC screens now double up as 'digital signposts', displaying corporate headlines upon login, as an emergency alert, or after 10 minutes of inactivity as a screensaver. Until recently, Digital Signage was only associated with Plasma - or LCD TVs. The software solution is from Netpresenter.

“With Digital Signage to the Desktop – we call it internally DSM Newscast, we can ensure that our employees notice and remember all our vital news and information. DSM Newscast complements and strengthens our existing media. We can now deliver our messages much faster, confident that they are now read in a timely manner. In addition, our intranet sites and web logs are receiving more visits, because employees are able to click through on any headline, via DSM Newscast, to the intranet, says Jos van Haastrecht, Manager Digital & Corporate Communications at DSM.

“At DSM we chose to cascade our news. We use a combination of central (corporate) and decentralized (divisional) and local site news. Decentralized news is tailor-made for the specific location and typically is in the local language, even Chinese. Corporate news is the same for every DSM employee and always has a strong link to business strategy and goals,” says Van Haastrecht.

“DSM Newscast is a huge success. Employees are queuing up to bring us messages to place on the system. DSM newscast is very well read, providing considerable more visits to our Intranet. The Digital Signage / Narrowcasting software is from Netpresenter. You can't allow yourself to compromise on the quality of your software solution, when it runs on every single one of your PCs,” concludes Van Haastrecht.

Frank Hoen – CEO of Netpresenter, the software used at DSM – believes Digital Signage to the Desktop™ could one day replace Email newsletters.

Hoen says, “Digital Signage, until now, was only associated with big TV screens. At DSM, using it on office PC screens has proven to be a very effective way of ensuring important news is noticed and remembered, yet still at very low cost compared to rarely read internal newsletters and corporate & division wide e-mails”.

DSM Newscast has also a build-in emergency alert capability, in order to immediately

inform employees, in the event of any emergency.

Netpresenter is a leading software developer of innovative internal communication, digital signage, and emergency alert solutions. It has office in New York, London, Maastricht (Netherlands) and Aachen (Germany). Netpresenter's one million users can be found at organizations such as Nokia, Sony, DSM, Jaguar, Volkswagen, Ford, Miele, Unilever, NATO, US Navy and police and other government agencies worldwide.

Contact information: press@netpresenter.com www.netpresenter.com

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Netpresenter UK: Phone: +44 (0)1428 751033 Mr. Steve Osborn

International HQ: Phone: +31 (0) 46 - 4370886 Mrs. Linda van Oppen (The Netherlands)

Netpresenter USA: Phone: 917 210 8050 Mr. Frank Hoen, CEO