



## NEWS RELEASE

### **Crossmedia continuous and critical event communication one click away with Netpresenter**

**Reach everyone with one push of a button: publish (alert) messages on large TV screens, PCs, Twitter and issue as SMS text messages and emails**

New York, July 20, 2010 – Netpresenter, the communication and emergency alert software company, renowned for its AMBER Alert platform, launches Netpresenter Message Server v9 and Alert Server v9. With this software, organizations can reach everyone instantly by publishing messages on large TV screens, PCs as screensaver and pop-ups, Twitter, mobile websites, and send SMS text messages and push e-mail. The new v9 features are most important for large organizations, hospitals, schools, cities and governments, enabling them to quickly alert all employees, students, visitors or inhabitants when there is an emergency and continuously updating them of day to day news.

Netpresenter introduces two new software suites:

- **Netpresenter Alert Server v9** –Enables organizations and governments to instantly alert employees, groups and/ or inhabitants when there is an emergency, and issue precise instructions of what to do. With version 9 of the software, a highly visible alert message with siren sound or spoken warning can be published on all PCs and large TV screens with one push of a button. A message can also be published on Twitter and on mobile websites, and is made available as RSS/ XML newsfeed. With the same push of the button, SMS text messages can be issued to a group of phone numbers, and e-mails can be pushed out. This software is already proven and used for AMBER Alert Netherlands, the national alert system used to instantly alert the Dutch press, police and public when a child is abducted or goes missing;
- **Netpresenter Message Server v9** – Is an online content management platform used to instantly bring important (corporate) information to the attention of the employees. With this software suite, the most important headlines from intranet and internet, Microsoft SharePoint and Excel, can be automatically published on every kind of screen: as a PC screensaver, on kiosks and large TV screens (Digital Signage). Netpresenter’s crossmedia functionality allows organizations to continuously keep all staff up to date on the latest news, business successes, training and compliance updates. Netpresenter is also used to display share prices and stock graphs, new products, sales statistics,

production figures, and weather and traffic information. The software is also used to centrally manage the content on large numbers of Digital Signage screens.

“Especially in case of an emergency, it is important for organizations to be able to immediately reach their employees, or for example visitors. Nowadays, it is almost always possible to reach someone, but not everyone can be reached using the same medium,” says



Frank Hoen, CEO of software company Netpresenter. “People in a building will surely see an alert message on all PC and TV screens, but how do you alert employees that are not in the office? Or, in case of a municipality or event: how do you alert everyone in a specific area? Since there are about five billion mobile phone subscriptions worldwide, our software enables users to issue an alert message via SMS text messages, push e-mail and Twitter, apart from publishing a message on TV and PC screens. All with one push of a button. This means everyone is alerted immediately. Apart from that, it helps streamline continuous communication after a crisis.”

He concludes: “Crossmedial communication has the future. In internal communications - after all, when you keep your employees informed, they feel appreciated, which is keen in retaining them - and in communicating with visitors and passers-by. Netpresenter Message Server is the first step in successful crossmedial communication.”

More information on Netpresenter, can be found on the website:  
[www.netpresenter.com](http://www.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 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 Nokia, Sara Lee, Volkswagen, Adecco, Ahold, Jaguar, Akzo Nobel, Toshiba, Unilever, GE, L'Oreal, Johnson & Johnson, Eastman, OGE and DSM, but also many police organizations, governments, schools 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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