



Press release

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Xtra-vision chooses Stinova's Digital Signage Solution to drive Entertainment Retailer Store Chain in Ireland

Landsberg, November 2, 2010, Germany – Stinova's advanced Digital Signage software solution has been selected by Xtra-vision in Ireland. With its nearly 200 stores, Xtra-vision is the biggest entertainment retailer store chain in Ireland. Using Digital Signage allows Xtra-vision an even more targeted promotion of their campaigns throughout their stores. Stinova's Digital Media Server (DMS) CMS software has been chosen due to support for advanced metadata profile based campaign creation, allowing easy management of complex content play-out profiles country-wide. Another decision criteria was the fact that Stinova's Digital Media Player Software is not only available for Windows, but also on embedded Linux, therefore driving cost efficient and slim hardware players and allows easy roll-out of the system.

"We are looking forward to increasing our sales with targeted campaigns through an innovative communication channel in our stores with Stinova's software solution" says Brian Gilligan, Xtra-vision's Director of Business Development. "To use this media as an advertisement channel in our nearly 200 stores is a logical step for an Entertainment retailer" he concludes.

"We are happy to be a selected supplier to Xtra-vision and can provide our extensive experience in digital signage applications for in-store marketing", says Franz Hintermayr, Managing Director and CEO of Stinova. "We are proud to have a digital signage project of this size in Ireland as a further extension of Stinova's worldwide customer base" he concludes.

About Stinova Ltd.:

Stinova Ltd. is a leading German software manufacturer of Digital Signage software solutions that develops the core software technologies that power the worlds Digital Signage networks. These core technologies address all aspects of Digital Signage delivery from stand alone systems to dynamic Digital Signage Networks and WEB Site communications. Stinova's IPTV products seamlessly integrate LiveTV and other Video Streams up to HDTV into multi-media Digital Signage content. For more information and product details please visit: www.stinova.com

