

Press Release

SpinetiX Hyper Media Player now supported by Stinova's *easySignage* Web Composer and CMS System

Enabling Web managed Digital Signage solutions

Hannover, March 03, 2009 - Today at CeBIT 2009, Stinova Ltd. and SpinetiX SA announced *easySignage* Composer and Web CMS support for the SpinetiX Hyper Media Player™. The WEB based composer uses an intuitive WYSIWYG editor and can be accessed from any browser. The combination of the ultra compact Hyper Media Player™ and the versatility of the user friendly web based CMS software sets new standards in Digital Signage Network solutions.

The SpinetiX Hyper Media Player™, known as the HMP100, is an ultra compact appliance that replaces the PC as a standalone play-back device for Digital Signage content. Due to its diminutive size and low power consumption, it can be installed directly behind a display screen and offers unmatched reliability.

The Web based *easySignage* Composer supports WYSIWYG compilation of text, images, videos and multicast streaming formats. The large tool-set of animation and decorative effects, allows instant creation of dynamic presentations deployed to advertising or information screens via the network. Additionally, Stinova's s-cube TV gateway integrates LiveTV streaming with Digital Signage content.

By combining the HMP100 with *easySignage*, SpinetiX are able to offer a highly-manageable, cost effective solution that can be used in standalone environments or large scale Digital Signage Networks. Stinova offers its Digital Signage software in various license models including ASP model, embedded server appliance or hosted digital signage network server license.

"The simplicity of a complex technology is a key factor of success in digital signage applications" said Serge Konter, Communication Manager of SpinetiX. "I am very excited about the partnership with Stinova that enables our customers easy network managed installations for single or large digital signage roll-outs".

Stinova Director Franz Hintermayr said: "We are thrilled expanding our hardware support to SpinetiX's non-PC based turn-key solution for digital signage. This partnership will strengthen our position in the fast-growing digital signage market and offer our customer versatile possibilities."

Stinova Ltd. is a manufacturer of premier software solutions for the digital signage industry. Find more information about Stinova products at www.stinova.com.

SpinetiX SA is a Swiss hardware manufacturer of professional digital signage hardware devices. Find more information about SpinetiX products at www.spinetiX.com.