



## Stinova scaled up Digital Signage deal with Frontcast to 1380 stores

Landsberg, Germany, December 15, 2009 - Stinova Ltd., developer of Digital Signage software solutions, and Sweden's largest Digital Media Distributor, Frontcast Media Europe today signed a contract to scale up the installed base of 120 to 500 convenience stores in Q1/2010 with the intention to install an additional 1380 stores within the coming 2 years.

The installation includes one or two media players per location driven by Stinova's Digital Media Player (DMP) Signage edition software, using a 22" monitor, connected to the Internet via a 3G mobile router. All 500 locations are centrally managed by Stinova's Digital Media Server (DMS) software and hosted by Frontcast. DMS's Browser based content management system allows any authorized PC easy access through the Internet while the Meta Keyword Tagging architecture provides maximum flexibility for scheduled content play-out.

"Based on Stinova's Digital Signage software solutions we are successfully operating 120 convenience stores since June 2009 across Sweden for ADTV, a leading media advertising company for the Scandinavian market. The versatility of the system makes it extremely flexible for media buyers to choose the best ways of showing their specific commercial in sense of time and location", says Kim Zetterberg, CEO of Frontcast Media Europe. "The extension of the ADTV advertisement network is strengthening Frontcast's position at the top of Digital Signage companies in Scandinavia", concluded Zetterberg.

"We are extremely pleased to have Frontcast as a premium distributor for the Scandinavian market. The overall potential of 1500 locations will move Stinova to one of the top Digital Signage software vendors for the Nordic market", said Franz Hintermayr, Managing director and CEO of Stinova Ltd. "Besides the already installed Digital Signage network base of over 230 Consumer Electronics stores from Expert Group across Sweden, the extension of the ADTV network from 120 to 500 stores demonstrates the expertise and technical support capabilities of Frontcast to deliver advanced turnkey solutions".

"2009 has been a really good year for ADTV. Since we installed the 120 stores in June, we have achieved good sales, and interest in advertising has been great among the brands that are strong in convenience stores. The surveys we mandated, with GfK, shows that our advertisers get superior attention compared to any other exposure in the shop, and we have a strong impact on sales. A successful 2009 has enabled us to build up financial conditions to increase the pace of expansion. We now look forward to offering our advertisers the opportunity to increase their attention and sales in many more stores", said Daniel Tenge, founder and CEO of ADTV.

### About STINOVA Ltd.:

STINOVA Ltd. 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. 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:

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### About Frontcast Media Europe:

Frontcast Media Europe AB was founded in 2002 with the vision to become one of the largest distributors of digital media. Frontcast provides hardware and software that enable the distribution and playback of digital file formats. By working closely with systems integrators, Frontcast offer complete, cost-effective total solutions for digital communications. For more information and product details please visit:

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