



Stinova announces support for the ATSC standard combining Digital TV channels with its Digital Signage Player Software for Windows.

Orlando, Fla., June 16, 2009 — Stinova Ltd., a developer and manufacturer of premium software for the digital signage industry, today announced support for the ATSC free-to-air Digital TV broadcast standard within its Digital Media Player Software (DMP-W) for Windows at InfoComm 2009 booth #1850.

Analog NTSC television broadcasts are history after June 2009 and will be fully replaced by the ATSC Digital TV standard, supporting a larger number of TV programs. Digital TV is a perfect content source to enrich Digital Signage displays in many environments with motion pictures, providing news, weather, daily stock market trends and other information free to air. Including Digital TV in Stinova's Digital Media Player Software is simply done by adding a USB tuner stick and installing the appropriate driver software. The software can then position the TV channel inside a pre-defined frame of the screen at any position with any size. The LiveTV content can then be mixed together with advertisements or localized information either as ad breaks during running TV programs or simultaneously while playing TV at other positions on the screen.

"Viewers are used to their TV channels from home and therefore are predisposed to watching TV in public places. This is a perfect way to drive attention to localized advertisements and information that is positioned at the same time on the screen" said Franz Hintermayr, CEO of Stinova. He continues: "Our software lets the Digital Signage network provider centrally control and schedule the mixed play-out of live TV channels or, if needed, lets the location owner switch the TV channel with a remote control at his own discretion but does not allow him to change the advertisement content playing simultaneously."

"There is a long tradition of displaying TV content in millions of waiting rooms across the country" Said Steve Earle, VP Business Development Americas. "With this technology, operators can easily integrate valuable advertising content with the obligatory Live TV."

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.