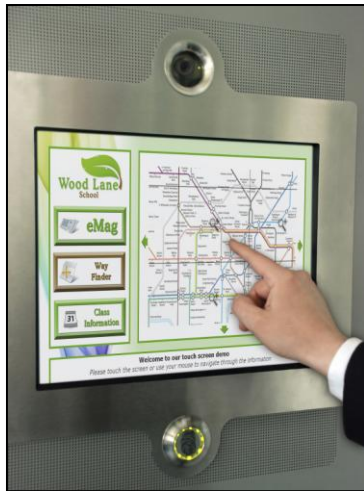


Press Release

Sedao to showcase exciting new interactive digital signage products at Screen Media Expo, Europe 2010



Sedao will exhibit and demonstrate some of their latest technology at the Screen Media Expo, including the new Kiosk Content Creator and Unlimited Zone software.

New products from Sedao to appear at the Screen Media Expo show feature digital signage content design and presentation software that simplifies and enhances interactive screens and extends the scope of multiple screen systems. Continuing the company's renowned commitment to innovation and usability, Sedao products are designed for effectiveness and ease of use; allowing untrained and busy operators to create professional-quality content in minutes using designer created templates and graphics. Combined with the ability to incorporate a multitude of graphic content including, movies, images zones, flash animations and web pages anywhere on screen the software offers the most flexible and effective user-focused digital signage packages on the market today.

Key product introductions include **Kiosk Content Creator** which makes it easy for unskilled designers to create eye-catching, attention-grabbing content for interactive screens, shop window displays and kiosks and **Unlimited Zone**, a package that allows multiple, freely located digital content zones to be displayed on multi-screen video walls. Both products greatly enhance the capability of Sedao's digital signage software suite, providing users with new ways to deliver impactful, eye-grabbing content to modern signage systems.

Also on display will be the new **Digital Emergency Messaging** and **Sedao Signage Screen Savers**; two products to enhance the messaging capability of digital signage installations and beyond, to every desktop connected to an in-house network.

Dave Oades. Managing Director of Sedao explains: "The key element to digital signage any digital signage system is ease of use. If it is not simple and straightforward for a busy operator to use and update it is simply a waste of time and money. Sedao has always focused on this issue, creating products that anyone can use with the minimum of training so that our digital signage installations are regularly updated. Moreover users are keen to use them as a tool to generate business and disperse important information around a site; whether that is a hotel, school or business facility."

About Sedao

Formed from the professional broadcast industry, Sedao have been innovators in the in Digital Signage Industry since 2004.

Pioneers in the creation of professional quality screen communications that are genuinely easy to create and modify, Sedao content drives thousands of screens around the world.

Whilst Sedao users include many of the world's top brands, such as Rolls Royce, Microsoft, HBOS and Pfizer, as well as many of the world's major universities and governments, the volume of Sedao's business is based on its ease of use.

Sedao enable primary schools, small businesses, independent retailers and many others, to create digital signage screens that look **better** than those of the major retail focused digital signage systems.

With its 2009 launch of the Sedao Global Partner program Sedao looks forward to opening up the benefits of digital signage to millions of end customers irrespective of their technical ability or budget limitations.

Further information

Further information can be found at www.sedao.co.uk or by contacting Sedao.

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Screen shots, product information and references are available.