



For Immediate Release

Symon Communications Launches a Different Approach to 3D

Symon Announces the release of its virtual 3D display called LiveView at Digital Signage Expo in Las Vegas

(PLANO, TX – February 22, 2010) Symon Communications, a global provider of visual communication and digital signage solutions, announced today that it will be showing its Symon LiveView™ display at the Digital Signage Expo tradeshow and conference in Las Vegas, NV on February 24th and 25th.

Symon LiveView, is a virtual 3D display that uses patented optical technology to present digital content in very eye-catching and life-like fashion without the need for 3D glasses or special production equipment. Because of its design, Symon LiveView's content creation costs are much lower than tradition 3D technologies and in most cases are equal to the cost of 2D content production. Symon LiveView customers need only have Symon's Design Studio software and industry-standard content creation tools to create a very compelling 3D experience out of 2D content.

Symon LiveView is targeted at any consumer-facing industry that wants to have their message stand out and be noticed. The hospitality, gaming and retail industries are prime candidates for Symon LiveView as each industry has special messages or products that, if noticed, can generate significant revenue. Steve Gurley, Symon's Vice President of Marketing, put it this way: "Imagine a jewelry retailer who has an expensive diamond setting that they want noticed. With Symon LiveView, the setting would appear to almost jump out of the screen. I believe that the uniqueness of this experience alone would be enough to entice the retailer's customer to request to see the real product."

Symon LiveView works by presenting two-dimensional (2D) content on a high-brightness, high-definition LCD monitor. It then uses a special beam-splitting glass that is positioned in front of the monitor to reflect a décor-specific pattern that is installed in a customizable fixture that is situated above the viewer's head. The reflection of the pattern on the beam-splitting glass creates the perception of depth and makes the 2D content look almost alive. By using this approach, Symon takes advantage of an optical illusion to create a virtual 3D experience out of ordinary 2D content.

Symon LiveView can be purchased with an optional touch screen display that can be attached to the front of the LiveView display. This screen, if installed, allows viewers to choose or interact with the content that is presented on the LiveView screen. The content for both screens and the interactive elements on the touch screen are all designed and controlled by Symon's Enterprise Suite of software products.

Symon LiveView display can also be purchased with an optional stand. This stand can be built with finishes to accommodate and complement almost any décor.

According to Charles Ansley, Symon's President and CEO, "Symon LiveView is one of those inventions that is so straightforward in its design and so elegant in its implementation that once you see it you'll likely say to yourself: "WOW! I want one of those! This is also one of those inventions that will allow our customers to deliver a very engaging experience without the inconvenience and high content creation costs normally associated with tradition 3D displays." Mr. Ansley went on to say, "I am convinced that the ease of creating content will make the total cost of ownership of Symon LiveView far less with than that of other 3D technologies."

Volume shipments of the Symon LiveView display and its optional stand will begin in April, 2010.

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About Symon Communications, Inc.

Symon Communications is a leading global provider of award-winning in-venue visual communications solutions. Symon is proud to boast a 30 year history of profitably serving over seventy-five hundred clients, which includes nearly 80 percent of the Fortune 100 and almost 70 percent of the Fortune 500.

Symon's advantage lies within its operating model, which offers customers a single point of accountability for all visual communication implementations along with a state-of-the-art, fully-integrated and proven content management system. Symon's value proposition is centered on providing clients with a visual communications solution that will inform, entertain and/or positively influence a viewer's behavior.

Headquartered in Plano, Texas, Symon's US offices manage sales and support of clients and prospects located throughout the Americas. Symon's European subsidiary, SymonDacon, manages sales and support of clients and prospects throughout the EMEA region. SymonDacon's headquarters are located in Hemel Hempstead, UK.

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