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For Immediate Release

Symon Announces Milestone Enterprise Software Release 10.0

Industry Specific Media Players, Digital Display Software Enhancements and New Desktop Multi-media Reporting Tool

(Plano, TX – January 6, 2009) Symon Communications, a global provider of in-venue visual communications solutions, announced today the general availability of its newest suite of digital signage products. Symon’s new product suite includes version 10 of its content management and distribution software (Symon Enterprise Software “SES”), an enhanced version of its content design and scheduling software (Symon Design Studio), a newly developed version of its system administration software (Symon Data Studio), two new Microsoft® Vista-based media players (Symon Digital Appliances) and a new addition to its OnTarget content services offering (Symon Real-Time Flight Information Services).

This new release represents a significant advancement in digital signage and out-of-home network technologies in that Symon’s platform is built upon Microsoft’s most state of the art multimedia architecture (.NET 3.5, Windows Presentation Foundation, Silverlight). These technological advantages coupled with the benefits derived from being a certified Gold-level Microsoft partner allow Symon to offer its customers the following benefits:

- Rapid development and integration of new customer features via an open standards technology,
- Seamless delivery and smooth rendering of advanced graphics and sophisticated 3D animations,
- Centralized design, management and delivery of content and real-time information to a myriad of display end-points (e.g. single display digital signs, multi-display video walls, interactive and static way-finding displays, interactive kiosks, interactive and static door displays, LED wall boards, desktop displays, cable system head-ends, and mobile devices).

“This new suite of products is a revolutionary advancement in visual communications technologies that Symon is well known for and that will allow us to quickly react to market needs, customer requests and emerging trends,” said Charles Ansley, president and CEO of Symon. “Our new platform and architecture expands our ability to create the very best digital signage applications thereby improving customers’ out-of-home networks and ultimately benefiting their clients.”

SES 10.0 is at the core of all Symon products and is the leading software system for powering digital signage networks in contact centers, corporate communications networks, universities, retail, hospitality and gaming, supply chain management and 3PL (third party logistics). Any business looking to improve its branding, corporate image, improve retail selling abilities, or enhance a guest, visitor, or employee experience will find new Symon digital solutions ready to help them meet their goals.

Organizations that want to improve their productivity and performance levels can do so with Symon real-time data display solutions where front line workers and managers will benefit from viewing KPIs and their contributions to success on dynamic digital displays and the desktop.

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About Symon

Symon is a global in-venue digital signage solution company. Symon's digital signage hardware, software and services enable companies to greatly enhance their internal and external communications by collecting and displaying real-time information and by creating, managing and broadcasting all kinds of digital media content. Symon's digital signage network solutions allow organizations to cost-effectively "narrowcast" dynamic content on HD digital signage displays or computer desktops located virtually anywhere. With over 8,500 installations worldwide and an elite roster of customers, Symon has provided award-winning products for over 28 years. Headquartered in Plano, Texas, Symon maintains corporate offices, direct sales, professional support and distributors around the globe. For more information, visit <http://www.symon.com> or call 877-796-6634.

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