



Dick Tuinebreijer
CEO Adtraxion Systems

Back to the future!

Finally, 2010 and we are back to business. Digital signage markets did come down a bit and our customers want a real business case before investing in new and better technology. No more glossy advertising that no audience is interested in really, but valuable and relevant information on the spot is the key to future digital signage solutions. From a typical over-hyped product, we have become a professional addition to public furniture. This trend is supported by the fact that digital signage has increasingly become a replacement market, where ten years ago we were in a green-field situation with no competition and mostly first time installations. What has started as a message in a bottle has grown up today and Adtraxion is at the very heart of it. Welcome to our world of digital signage.

We want our solutions to make life easy for you. Just entertaining or even irritating you with irrelevant commercials is not what we aim for. As a consequence we have decided to focus on more interactive and serious market segments like corporate communication, financial institutions, education, retail and hospitality. From this time forward this is where we are adding most value with our products

Today our common success depends entirely upon the collaboration between our companies and our end customers. From new ideas for product development to technological support and commercial teamwork we must make a difference. Just putting a message on a remote flat screen is not enough. We will outperform competition with the latest and most complete technology that our crew supports to the max anywhere in the world. And by the way, crisis or not, our systems come with the lowest cost of ownership. I see our future starting today. No time to lose!

Dick Tuinebreijer
CEO Adtraxion

Adtraxion introduces Adtnet

Adtnet is the new name of our certified Adtraxion partner network. The majority of partners are located in Europe, although we also have installations in the US and Far East including China.

"From the outside Adtnet looks like a star network, where Adtraxion is in the heart and all members communicate directly with us. In the future we would like to transform to a real network structure in which

"It is not about what you know, but who you know!"



partners cooperate more intense, sharing relevant commercial information", says Twan van Dijk, Business development manager of Adtraxion Systems. Some partners have organized their demo environment in a perfect way, others have designed very convincing information portals, others do business with large corporations

that are also located in countries where your company may be active. There is a lot of unused cross selling potential out there. At the same time you could learn about other products and practices and create up-selling, selling more products and services to your existing customers.

We all want to grow our companies and be successful. Adtraxion has recently designed a sales kit that contains all documentation, demonstration software and sales guidelines to do your job. Now on top of this, we will produce this frequent newsletter, meet you more often and organize our first Adtnet member event.

Be there! Together we will make a difference!



European network of valued Adtraxion partners

Digital signage Event calendar

February

2-4 **Integrated Systems Europe**
Amsterdam, The Netherlands

23-25 **Digital Signage Expo**
Las Vegas, United States

April

23 **Adtraxion Adtnet member event**
To be announced



The Kezia Group is a creator of digital technology solutions and services with expertise in many different technical areas of turnkey audiovisual and multimedia projects. Now Kezia joins Adtnet!

About Kezia

Kezia has 120 associates & staff members, with 11 offices located in 6 different countries. Kezia's business converges towards IT deployment and communications solutions, and accommodates the most demanding integration requests while keeping up with the guarantee of quality Kezia's customers expect.

Adtraxion congratulates Kezia with the realization of their first installation. Since November 23rd the Adtraxion digital signage solution is in service at Thomson. Thomson has chosen the Adtraxion digital signage solution for their main office in France.



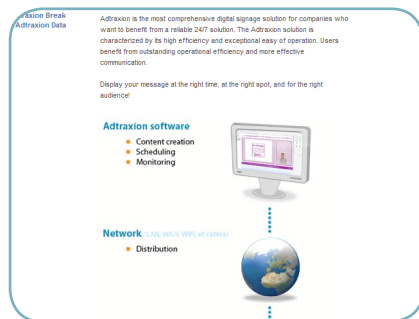
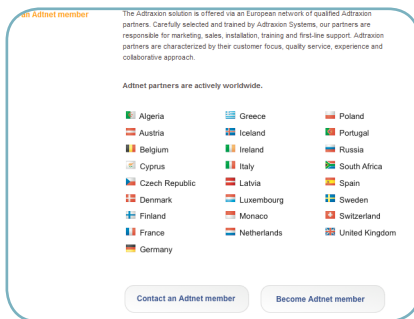
Adtraxion website relaunched

The previous website was very informative but not fully convincing. Since December we have launched a new format that is easier to access and really shows the true character of Adtraxion and its position in the market. Our website is designed for both Adtnet members as well as end users. Adtnet members have access to the Adtnet members area of our website, whereas end customers can now find more information about the Adtraxion solution, successful projects from the past, and general information regarding different applications. [Visit us at www.adtraxion.com](http://www.adtraxion.com).

We focus on a variety of interesting markets, and share relevant references.

We highlight Adtnet, and customers get in contact with Adtnet members easier.

New product information is available, as well as new visuals throughout the entire website.



The compact and fanless Adtraxion Xs Player



In 2009 Adtraxion has released a variety of new products, including the new Adtraxion Xs Player. Customers and Adtnet members enthusiastically welcomed this compact and fanless Player, which is already operational in a variety of digital signage projects!