

PRESS RELEASE
For immediate release

Adtraxion Player software for Samsung monitors

Enabling customers to benefit from a reliable turn-key solution

Breda, The Netherlands, September 7, 2010 | Adtraxion Systems, a recognized provider of digital signage solutions in Europe from The Netherlands, has developed software that converts a Samsung Large Format Display (LFD) monitor into an Adtraxion Player. The combined solution is engineered for maximum performance and reliability, and has proven to be exceptional effective for establishing corporate communication, POS marketing and branding.

“Since Samsung introduced their range of LFD monitors we got requests for a solution existing out of established Adtraxion digital signage technology and the Samsung LFD monitors, from many Adtraxion partners,” said Dick Tuinebreijer, CEO Adtraxion Systems. “Adtraxion Player software addresses this request. Our partners are able to use both technologies by simply installing Adtraxion Player software on the embedded PC of the Samsung LFD monitor. After installation the Samsung LFD monitor will function as an Adtraxion Player, and can be deployed in any Adtraxion digital signage network.”

Samsung Electronics, a world-leading innovator and manufacturer of professional display products, developed the LFD monitors for businesses that are looking for smarter and more cost-effective ways to capture their audience’s attention. Their LFD monitors are equipped with a powerful built-in PC and have internal networks which allow users to remotely control the display content. It enables the integration of digital signage, without the necessity of a separate PC or digital signage device.

Both technologies are characterized by their enhanced reliability and robustness. The combination exists out of products that are designed for 24/7 use. In addition, a variety of non-stop features are incorporated. These features include low operating temperature, anti-dust features, built-in watchdog infrastructure and extreme security. As a result, existing and new customers now have the opportunity to deploy a true reliable turn-key solution. And without the necessity of purchasing additional equipment, the combined solution is also one of the most cost-effective solutions available today.

About Adtraxion Systems

Adtraxion Systems concentrates its efforts and investments towards development, product management, marketing and sales of a dedicated range of high performance digital signage products and solutions. They are Netherlands based, in the heart of Europe, and have established a worldwide certified Adtraxion partner network. Adtraxion is a global player, with local representatives in Greece and France, and hundreds of Adtraxion projects in many countries. For more information on the Adtraxion digital signage solution please visit <http://www.adtraxion.com>.

About SAMSUNG Electronics

SAMSUNG Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$103.4 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Business and Digital Appliance Business. Recognized as one of the fastest growing global brands, SAMSUNG Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

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