

PRESS RELEASE
For immediate release

Adtraxion Systems And Philips Public Signage Setting New Standard

Companies receive a great deal of positive feedback on compatibility between both solutions

Breda, The Netherlands, November 2, 2010 | MMD, the company behind Philips-branded LCD monitors and public signage solutions, developed a full range of Smart Insert displays which allows the Adtraxion Xs digital signage Player to be inserted discreetly in to the rear panel of the LCD display. Consequently, a unique digital signage solution with exceptional reliability and serviceability has emerged. Thanks to the perfect compatibility of the two systems, this now offers a one stop shop for complete public signage solutions.

The integrated digital signage solution was recently first shown during the Adtraxion Partner Event where it received a great deal of positive feedback from attendees who feel it provides new opportunities for customers looking for a low cost digital signage application, without compromising on reliability.

Smart Insert is a revolutionary solution for the digital signage market, separating digital signage in display and media players. Installation is as simple as inserting a coin into a shopping cart. "With our Smart Insert concept we have provided a unique solution combining the aesthetic design of the latest slim Philips displays with the benefits of a built-in digital signage player," says Wilfred de Man, Director Sales & Marketing EMEA. "The compatibility of the Smart Insert alongside the small form factor of the Adtraxion Xs player offers an extreme convenient, robust solution"

Adtraxion Systems, a leading provider of digital signage solutions from The Netherlands, has developed the Adtraxion Xs Player which can be integrated easily with a Smart Insert bracket on the displays of Philips Public Signage. The Adtraxion Xs Player is a robust and reliable digital signage player, which is part of the Adtraxion solution. "We have been able to create numerous non-stop features into the Adtraxion Xs Player," says Dick Tuinebreijer, CEO of Adtraxion Systems. "As a result maintenance fees and time are reduced to the minimal."

Furthermore, the combination is characterized by a low total cost of ownership. The Adtraxion Xs Player is an extremely green digital signage device. It uses considerably less energy while performing and automatically switches to a low power mode when no playlist is active. Likewise, the Philips displays have low operating power and additional energy saving functions as SmartPower and Ambient Light Sensor.

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 European 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 www.adtraxion.com.

About MMD

MMD is a wholly owned company of TPV established in 2009 through a brand license agreement with Philips. MMD exclusively markets and sells Philips branded LCD displays worldwide. By combining the Philips brand promise with TPV's manufacturing expertise in displays, MMD uses a fast and focused approach to bringing innovative products to market. MMD operates internationally with its European headquarters in Amsterdam and a local office in Prague to serve the Eastern European market. Through its network of local sales agents MMD works with all major European IT distributors and resellers. The company's design and development centers are located in Taiwan and Amsterdam. For further information on Philips public signage solution please visit their website on www.smartinsertsolution.com.



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