



SRN Newsletter

:: Press Release (05/08/05)

SRN's Digital Signage connectivity solutions supports ReP Enhanced Player

Montreal, CA – August 5, 2005 – Canadian leading provider of wireless connectivity solutions for Digital Signage (DS), Société Radio Numérique (SRN) now supports ReP, RePromotion Enhanced Multimedia Player.

Especially engineered for accessing DS contents over wireless network environments, ReP Enhanced Player is now fully compliant with SRN's Digital Signage Wireless Delivery™ (DSWD) connectivity solutions designed for large-scale fixed and mobile DS networks.

RePromotion palm-size PC-based player can turn any ordinary DS display into a powerful "plug-&-play" visual communication device; its high reliability, top of the line features and low production cost makes it one of the most affordable DS hardwares on the market today. Top connectivity and hardware performances at a more than reasonable price; SRN and ReP have put together the perfect low cost solution for wireless DS networks.

Once connected to a SRN's DSWD solution, ReP Enhanced Players get instantly activated over a fully wireless network combining both Broadcast & Cellular transmission capabilities. While broadcast transmission is mainly used to push large multimedia files to an unlimited number of recipients, cellular link serves as a wireless back-channel employed essentially for telemetry and reporting.

This combination of high-end multimedia playback and wireless broadcast connectivity provides an unmatched turn-key solution to deliver compelling DS contents over large-scale networks at an effective cost, eliminating the need for expensive and technically demanding networked solutions.

Société Radio Numérique (SRN) Inc is a leading international provider of broadcast solutions and business models for addressing the commercial opportunities presented by IP datacasting technology and digital radio broadcast. SRN creates growth, value and innovation, by empowering wireless delivery of datacasting communications throughout broadcast digital radio networks worldwide.

Repromotion is one of the world's leading and most experienced companies in the field of dynamic visual communication using plug-&-play technology and applications. RePromotion combines the knowledge and experience of highly skilled engineers, media professionals and marketing experts to develop unprecedented cost-effective, revolutionary solutions for the dynamic visual communication market.

Digital Signage Wireless Delivery™ (DSWD) SRN's unrivalled Digital Signage Wireless Delivery™ connectivity solutions enables to broadcast rich

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Digital Signage (DS) contents to unlimited multimedia displays, fixed advertising networks, taxi cabs, buses, limousines or any other type of large-scale mobile vehicle fleet. Its unique and innovative wireless back-channel features also empower remote management of large-scale fixed and mobile DS networks.

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