

Minicom Sponsoring Digital Signage Showcase at Screen Expo

Jerusalem, Israel (December 19, 2007) – For the second year in a row Minicom Advanced Systems is to sponsor and lead the digital signage showcase at Screen Expo, Europe’s premiere digital signage event, which takes place February 5th and 6th 2008, at the National Hall, Olympia, London. Minicom’s booth, E25, is located at the center of the ground floor.

The showcase will provide a valuable glimpse into the workings of a complete end-to-end digital signage installation and a chance to meet the key market leaders in the supply chain. Featured will be Minicom, manufacturers of player-to-screen distribution systems; 3M, suppliers of content management software; NEC, Europe’s largest provider of large-format LCD displays; Pixel Inspiration, a provider of audience centric, content focused digital signage solutions and RGB Communications, the leading UK technical trade distributor of audio visual products.

Digitally powered signs represent a rapidly growing market with applications ranging from information billboards and in-store advertising to welcome signs and corporate training aids.

Minicom’s distribution systems narrowcast multimedia content from the player to distant plasma/LCD screens, in real-time. “We are proud to be leading this showcase with Screen Expo and we see it as the perfect platform to demonstrate our advanced ‘last mile’ solutions,” says Ronni Guggenheim, President of Minicom Europe;

“Screen Expo is delighted to be working with Minicom, 3M, NEC and RGB Communications in presenting the digital signage showcase,” says Mark Pigou, Show Director. “We plan to continue presenting our visitors with the very latest in thought leadership and leading technology solutions for this dynamic industry.”

About Screen Expo Europe

Screen Expo is Europe’s premier event for the digital media and digital signage industry. The 2008 event will be held February 5th and 6th 2008, at the National Hall, Olympia, London. The expo will be a showcase for the latest technologies, providing forums, workshops and seminars to help integrators, end users, media owners, agencies and network providers to learn more about the market. www.screenevents.co.uk

About Minicom Advanced Systems

Minicom is a leader in the development of multimedia distribution systems for digital signage with over 100,000 screens worldwide displaying content via Minicom technology. Founded in 1988, the company has a global presence in over 70 countries, with regional headquarters in North America and Europe. In 2006 Minicom was named a Deloitte Technology Fast 50 company, a testament to the success of its technological innovations in generating company growth. www.minicom.com/av.htm

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