



Myra Cohen Doukhan
Marketing Manager
TruMedia Technologies
+972 54 6740014
myra@tru-media.com

TruMedia Opens Sales Office in The Netherlands

TruMedia Continues to Expand its International Operations

Tel-Aviv, ISRAEL, September 26, 2007 -- TruMedia Technologies (www.tru-media.com), the world's leading provider of real-time audience measurement systems, today announced that it has opened a sales and logistics office in The Netherlands. The new sales office is situated in Amsterdam and will be headed by Lisa Chan, European Sales Manager.

"TruMedia already has partners on every major continent. We have opened a European office in order to manage the increasing demand for our products and support the growing activity in the Digital Out of Home Media." said Catherine Moore, Director of International Sales at TruMedia.

Lisa Chan has extensive business development experience in the retail industry. She has represented global retail companies providing consultancy and expertise in branding, data handling, security and logistics solutions. Prior to TruMedia Ms Chan served as Business Development Manager for SML Group, a market leader within the retail print and labeling industry.

TruMedia's audience measurement solutions generate true, real-time viewing data for displays by analyzing face images of people watching the displays. TruMedia's proprietary, video analytics technology automatically detects and tracks faces captured by high-resolution, WDR or mega pixel cameras. With wide-angle lenses iCapture™ for digital displays, can capture an unlimited number of viewers across the entire range of the screen viewing angles. Viewers' face images are analyzed in real-time to yield business-critical information such as audience counts, attention span and demographic segmentation based on gender, age group and ethnicity.

Proactive merchandising is also made possible using TruMedia's PROM feature, an Application Programming Interface (API) which enables iCapture to interface with leading content delivery management systems. Using the PROM feature, data generated by iCapture can be used in a proactive manner to tailor digital signage messaging to specific demographics or to audience behavior in real-time.

TruMedia is fully respectful of the audience's privacy: no images are ever recorded, and no uniquely identifiable data are extracted.

About TruMedia (www.tru-media.com)

TruMedia Technologies Inc is the leading provider of real-time audience measurement solutions. TruMedia's advanced automated imaging systems deliver accurate viewing measurements for out-of-home advertising on posters, digital signs, TV monitors, display windows and in-store product displays.

Addressing the digital signage, in-store advertising and out-of-home TV markets, as well as product display in windows and point of purchase locations, TruMedia builds upon proprietary video analytics technology developed during the past 6 years within the homeland security industry, to detect and track viewers' faces in order to measure true visual exposure to media and merchandize.

TruMedia has operations on 6 continents - North America, South America, Africa, Asia, Europe and Australia.

