

2008 North American Digital Signage Technology Leadership of the Year Award**The MediaTile Company**

The 2008 North American Frost & Sullivan Technology Leadership of the Year Award in the field of digital signage goes to The MediaTile Company, headquartered in California, in recognition of the company's effort in producing a turnkey Digital-Sign-in-a-Box system. The system fully integrates the three main components of a digital signage network including a commercial-grade display with embedded media player, network connectivity using cellular broadband services, and a Web-based broadcast portal for advanced content management.

The MediaTile Company is a world-leading digital signage provider specializing in cellular-based digital signage broadcast networks. The company is headquartered in California and was founded by Keith Kelsen in 2002. Mr. Kelsen has a strong background in broadcasting accumulated from his previous founding experiences in high-definition broadcasting, and film and television production. Currently, the company is led by a seasoned management team that consists of Keith Kelsen, Chief Executive Officer (CEO); Michael Sullivan, Chief Financial Officer (CFO); Tom Rizol, Senior Vice President Worldwide Sales; Michael Foster, Senior Vice President Worldwide Marketing; Tony Stramandinoli, Senior Vice President Worldwide Operations; Dean Thomas, Vice President Product Development; and Sean Kelly, Vice President Portal Development. Each brings with him many years of experience in both business and technical worlds.

To achieve its goal of delivering a true, turnkey Digital-Sign-in-a-Box system, MediaTile partners with industry leaders - in technology fields such as telecommunications, display and device manufacturing, as well as deployment services industries. These partners provide essential support to MediaTile's seamless integration of the Digital-Sign-in-a-Box system. MediaTile's telecommunication partners include Verizon Wireless, Sprint, Bell Mobility, Vodafone and other international carriers who provide the company's underlying cellular-based broadcast network. In order to provide a crystal-clear advertising medium, MediaTile partners with Chi Lin Technology, a CMO company and one of the largest LCD panel manufacturers in the world. In addition, MediaTile partners with local companies in the US, Canada and throughout the world to manage deployment services and on-site installation.

Digital signage networks have become a new and important tool for delivering information and messages to people out of home, and the industry has enjoyed rapid growth, especially in the US and Canada. This "information" can be an advertisement about a new product or service for consumers, or any message that needs to be broadcast for the purpose of educating, informing or entertaining the masses. Compared to fixed conventional messaging boards that are put up in public places, digital signage technology provides eye-catching graphics and video on various sizes of high-definition liquid crystal display (LCD) screens which are controlled by an advanced content management system, delivering various content files at different times, frequencies, locations and in specific display zones. To the casual user, these appear as private TV-like broadcast networks that run scheduled "playlists" and programs throughout the day.

Considering the benefits and high efficiency of digital signage technology, MediaTile has put together a completely integrated, comprehensive, independent cellular-based Digital-Sign-in-a-Box system which can be deployed with no IT knowledge. Any company (customers) interested in digital signage deployments can purchase the Digital-Sign-in-a-Box system and deploy it by simply adding power to the display. An entire network of digital signs can be easily managed from a PC and web-browser using MediaTile's secure broadcast portal service. This solution has reduced the extra costs and hassle associated with traditional digital signage system configuration, such as on-site networking support, separate content management software, and the ongoing maintenance and support of components from multiple third parties. This is because each integrated Digital-Sign-in-a-Box system contains a high definition LCD screen, a built-in media-player computer and internet connection based on cellular-broadband technology, and a web-based broadcast portal which enables a user to manage content using a standard internet-based web-browser. Full control is governed by the customer, or their agent, who purchases and operates the digital signage broadcast network. More importantly, MediaTile displays support industry standard media formats, enabling customers to use their existing media, including FLASH, Dynamic FLASH, mpeg, wmv, jpeg, and a host of other formats.

Putting every effort into cost-cutting for its customers, MediaTile also eliminates the barriers of conventional digital signage solutions by giving customers full control over management of media and playlists using the Broadcast Portal. Users are given the convenience of updating their content at any time just with the touch of a few buttons from their browser. Also, customers are not required to pay an upfront software license fee for software included in the Digital-Sign-in-a-Box system or Broadcast Portal. The entire system is licensed for use on a monthly basis using the software-as-a-service, or ASP (application service provider) model. New system features are provided on an ongoing basis through automatic software updates entirely transparent to the customer. In addition,

on-site configuration procedures are reduced to the absolute minimum by fully integrating the cellular-based broadband networking services into displays which simply require a power outlet. In short, no additional third party technical support is required in the entire implementation or deployment of a signage network

Since the introduction of the Digital-Sign-in-a-Box system, customer feedback has been outstanding. Many customers claim that they spend about half of the time, at about half of the cost to achieve their desired return of investment (ROI) as compared to the deployment of traditional digital signage systems. In addition to offering the Digital-Sign-in-a-Box system as a product, The MediaTile Company also offers individual elements, such as the Component Player, to customers based on their needs. The persistent effort of MediaTile to improve their solution is evident by the recent enhancement for supporting digital advertisements which are updated automatically from remote sources, support for multiple connectivity options including Satellite, Cellular, Wi-Fi and Ethernet, and the addition of remotely controlled touch screen configurations.

With regard to intellectual property, The MediaTile Company has a patent pending from a 2006 filing with the US Patent Office. The patent describes the apparatus and method for distributing audiovisual content to the display at point-of-purchase locations, such as a retailers' store shelves, via a server that transmits the information by way of the mobile telephone network. The deployment of Digital-Sign-in-a-Box systems has been extended from the shopping complexes and banks to corporate communications and petrol kiosks which allow gas station network operators to communicate with millions of customers across a chain of fuel stations.

In summary, Frost & Sullivan is pleased to present The MediaTile Company with the Award for Technology Leadership in the field of digital signage solutions for its simple, all-in-one, fully integrated Digital-Sign-in-a-Box system that can be easily deployed and operated by customers and eliminates many of the costs and complexities associated with digital signage broadcast networks.

Award Description

Frost & Sullivan's Technology Leadership Award is bestowed upon a company that has pioneered the development and introduction of an innovative technology into the market; a technology that has either impacted or has the potential to impact several market sectors. This award recognizes a company's successful technology development that is expected to

bring significant contributions to the industry in terms of adoption, change, and competitive posture. It also recognizes the leadership of the company in the successful promotion of the technology and its continuing impact in technology commercialization.

Research Methodology

To choose the award recipient, Frost & Sullivan's analyst team tracks technology innovation in key hi-tech markets. The selection process includes primary participant interviews and extensive primary and secondary research via the bottom-up approach. The analyst team shortlists candidates on the basis of a set of qualitative and quantitative measurements. The analysts also consider the pace of technology innovation, and the potential relevance or significance of the technology to the overall industry. The ultimate award recipient is chosen after a thorough evaluation of this research.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine the final rankings. The recipient of this award has excelled based on one or more of the following criteria:

- Significance of the technology in the industry
- Competitive advantage of technology vis-à-vis competing technologies
- Potential of technology to become an industry standard or degree of acceptance in the market place
- Breadth of intellectual property ownership
- Recognition by industry participants as to the leadership of a company in this technology
- Impact of technology in terms of shifting R&D focus
- Degree of technology adoption in industry product lines or strategies

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

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