

3 News

For more information, contact
Kristi L. Kinney
206 855-2023
klkinney@mmm.com

FOR IMMEDIATE RELEASE

3M Digital Signage Releases Network Edition version 3.5

3M Digital Signage announces new server-class products and enhancements to web-based digital signage software

SEATTLE, (March 23, 2007) – 3M Digital Signage, worldwide provider of digital signage network solutions, today announced the release of **3M™ Digital Signage Software - Network Edition version 3.5**. 3M Network Edition (NE) digital signage software provides the ability to distribute and play back media files, schedule playlists, and monitor a network of digital signs from any networked computer.

The 3M Network Edition 3.5 release includes the introduction of new server-class Network Edition software products for flexible network management options, expanded and enhanced Active Information Modules dynamic content offerings, and augmented network management and security features. Highlights include 3M™ Digital Signage – Network Edition - Full Server, which enables end-users to host their own networks and enables full Network Edition functionality behind users' firewalls, internationalization capabilities and an application program interface (API), which facilitates seamless integration of external programs and applications for increased functionality and customization.

Current users of Network Edition 3.0 will receive automatic upgrades and see improvements to Network Edition software the next time they log in. The Server Class products are optional and include all the improvements and features of the core Network Edition software product.

Features and capabilities of 3M™ Digital Signage – Network Edition v. 3.5:

3M™ Digital Signage - Network Edition Server Class Software Products

- 3M™ Digital Signage - Full Server: Enables end-users to host and manage their own 3M Network Edition platform. 3M Full Server features 3M Server Watch. 3M Server Watch enables server-side 3M Network Edition application monitoring and status reporting
- 3M™ Digital Signage - Site Server: Enables end-users to host and manage a “distribution hub” that will aggregate digital signage player-to-server communications. Particularly useful when networks scale up to large numbers of local players. Supports a variety of distribution methods: FTP, HTTP, SAT and File Share
- 3M™ Digital Signage – Content Server: Installs on customer’s server hardware and provides the content storage functionality for Network Edition. It can be installed with 3M-hosted Network Edition or to augment content capacity for a customer-hosted Full Server

3M™ Digital Signage - Active Information Modules

- Addition of ten new data categories, including Financial News and Business Headlines
- New, selectable backgrounds for creating eye-catching content
- Improved “off-line” performance

Features:

- Application Program Interface (API): Allows end-user programs/applications to interface with 3M Network Edition software
- Internationalization capabilities for the Network Edition Web Administrator and on-screen ticker

Functional improvements

- Enhanced Security: Includes SSL, DB Encryption

- Updated POP Reporting
- Improved UI responsiveness and load time
- Various performance enhancements and fixes

Support and Service

- 24-hour e-mail support available globally

“The Network Edition 3.5 release is just one more step towards providing a balanced, powerful suite of products and services developed to answer customers’ requirements and the demands of our rapidly growing digital signage market,” says Jeff Dowell, sales manager, 3M Digital Signage. “Combined with our 3M Network Operations Manager software and Vikuiti™ XRVS rear-projection screens and window films display technologies, 3M Digital Signage continues to deliver on the 3M promise to provide innovative and practical solutions that get business results.”

For more information about **3M™ Digital Signage Software – Network Edition Version 3.5**, or any of the products and services offered by 3M Digital Signage, please contact the company directly by calling: 1-888-460-8060.

<http://www.3MDigitalSignage.com>

About 3M Digital Signage

3M Digital Signage is a full-service provider of digital signage solutions for financial services, entertainment, corporate communications, education, and other industries. The company’s products and services have powered thousands of digital sign locations worldwide. The company is headquartered on Bainbridge Island, near Seattle, WA.

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