



National Datacast and CoolSign Announce Integrated Solution

Innovative content delivery network and leading digital software solution ready for marketplace

Arlington, VA – May 24, 2010:

National Datacast, Inc., the national provider of point-to-multipoint digital media connectivity and CoolSign, a global digital signage software leader, announced today that they have completed a technical integration of the two products.

Datacasting offers rapid, low cost connectivity installation and ongoing operating economies and flexibility through its national, digital, Internet protocol-based network. “National Datacast’s network combined with Coolsign’s robust software platform provides a streamlined solution for digital out-of-home networks to leverage, enabling rapid scalability and controlled costs” says Jacqueline Weiss, CEO of National Datacast Inc, adding “the ability to remove the content distribution and management requirement from the customer’s internal network eliminates the IT headache and positions network operators for enhanced operations.”

In locations across the country, National Datacast and CoolSign have demonstrated the joint capabilities to show a powerful new tool for the digital signage industry. Utilizing technology similar to satellite multicast, National Datacast’s data broadcasting network of PBS member television stations utilize over-the-air DTV bandwidth of these stations nationwide to distribute low-cost, highly optimized data streams to individual digital sign locations.

“With connectivity often being one of the largest components of TCO for digital signage networks, we’re delighted to partner with National Datacast to bring their innovative offering to the digital signage market” said Lou Giacalone, Jr., President and Founder of CoolSign. “We are committed to working with best-of-breed partners to bring all the pieces of the digital signage ecosystem together, and this is another great step in that effort.”

Giacalone went on to discuss the process of integration between the two solutions. “Because CoolSign has been multicast enabled for years, we were able to complete the integration in just a few days. In fact, we merely configured the platform to take

advantage of the amazing potential of National Datacast, ensuring that our customers can take advantage of the low-cost, massive network they have to offer.”

Datacasting offers the economy of multicasting (typical of satellite services) with the flexibility of uni-casting (typical of internet service) and the low cost and flexibility of a digital antenna/receiver (like cellular) on a highly secure, multi-platform network to meet connectivity needs.

About National Datacast

National Datacast has been at the forefront of datacasting technology since 1988, when the company was formed as a for-profit subsidiary of the Public Broadcasting Service. National Datacast continues to be the leader in nationwide terrestrial wireless data broadcasting, providing customized solutions for managing and delivering entertainment, information, and other digital content to consumers at home and on the go, businesses and government across the U.S. National Datacast's network integrates the broadcast facilities and capacity of PBS member television stations with options for wired or wireless broadband as a return channel enabling clients to reach their customers locally, regionally and/or nationally, in real time or on a scheduled basis. See www.NationalDatacast.com.

About CoolSign

CoolSign has been providing enterprise-class digital signage software solutions for more than a decade. Our technology and people are behind some of the largest digital signage networks in the world. We understand – from deep, direct experience - what goes into designing, building, operating, and maintaining sophisticated, reliable digital signage and digital out-of-home networks. For more information about CoolSign, please visit our Website at www.cool-sign.com

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