Revolutionary ~sedna touch T6.7 multitouch table and first Mac-based Digital Signage software suite ~sedna presenter shown at IFRA Expo in Germany

Berlin, Germany — October 1, 2010 — ~sedna GmbH reveals its new multitouch product line ~sedna **touch** T6.7 and Mac-based Digital Sigange software ~sedna **presenter** at IFRA Expo.

The revolutionary product novelty, ~sedna **touch** T6.7, a state-of-the-art multitouch table system, offers different innovative possibilities of multiuser interaction in conjunction with individual software solutions. ~sedna **touch** image will be shown for the first time. It allows viewing, selecting and editing of photos in a new outstanding workflow. This combination of multitouch technology and multiuser application is revolutionizing any image-handling workflow. It is perfectly suited for publishing houses and newspapers in the everyday editorial work process with photos. On the booth you can get in touch with our multitouch table system running ~sedna **touch** image.

We will be happy to show other applications as well.

The award-winning (nominated for viscom Best Practise Award 2010) Digital Signage software ~sedna **presenter** is already used worldwide in a wide variety of installations. As the first complete Digital Signage software solution for the Mac platform it offers several advantages over Digital Signage systems running on other operating systems. The main concept is easy: iTunes meets iCal for visual media.

The base application for content assembly, creation, scheduling and distribution is Presenter Scheduler. The playout software Presenter Player in combination with a standard Mac mini forms an inexpensive, robust and highly competitive Digital Signage system. Presenter Publisher and a standard web space or server can be used to automate Digital Signage content distribution to a large number of installed players.

~sedna **presenter** adds iPad as a Digital Signage playout system. Presenter Player for iPad is ideal for shelves in retail, POIs and POSs. It features one content layer for pictures, movies and HTML websites, one text ticker layer, plus a unique "Playlist on touch" feature.

We will show different setup scenarios at the booth.

Pricing & Availability:
~sedna **touch** T6.7 will be available in Q4 of 2010 for a retail price of 69.500 € / US$89,500 (excl. VAT).
~sedna **touch** image will be available in Q4 of 2010 for a retail price of 29.500 € / US$38,500 (excl. VAT).

More information about ~sedna **touch** can be found on the ~sedna **touch** website (http://www.sedna-touch.com).

More information about ~sedna **presenter** and licenses for the products can be found on the ~sedna **presenter** website (www.sedna-presenter.com) or by contacting the distributor or reseller.

~sedna is redefining the Digital Signage and multitouch business with its award-winning ~sedna **presenter** Digital Sigange software suite and ~sedna **touch** T6.7 once again.

Where, when and how to participate:

IFRA Expo 2010 from October 4th to 6th, 2010 in Hamburg, Germany.
Internet: www.ifraexpo.com
Position: hall A1, booth 1.432
IFRA Expo is the leading event of the newspaper and media industry.

Reserve a time slot for a personal demonstration:
Write an e-mail to pr@sedna.de or give us a call +49.30.390.489.522

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NOTE TO EDITORS:
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