



Press Release

IBS expands Las Vegas World Market digital signage to new 16-story building with Magenta Research's MultiView™ Series

January 2007, Mercer Island, WA - International Business Systems, Inc., a leading provider of digital signage technology and consulting services, announced it has completed its installation of a large scale 3M Digital Signage network in the Las Vegas World Market's 16-story new building furniture mart. In July 2005, IBS installed a 3M digital signage network in the new ten-story Las Vegas World Mart, which delivers custom content to 66 large format screens using Magenta Research MultiView technology to all 10 floors.

The second 16-story building was completed in January 2007, linking an additional 54 screens on all 16 floors to the original structure and expanding the existing Magenta Research MultiView installation. With the addition of Building B, IBS has deployed over 120 screens between the two buildings and using Magenta exclusively in both buildings. "IBS uses Magenta because it performs exactly as designed making our installation easier and quicker." said Brent Brown, VP & CIO. "When you gaze up the escalators, you can see 16 floors of screens and know that there is a Magenta receiver working the way you and the client require." Brown said.

Randy Young, Magenta's Director of Marketing, commented: "For this application, IBS took advantage of the breadth of the MultiView Series product line. Five-output, four-output and single-output transmitters were combined with several 1x9 Cat5 distribution hubs to cost-effectively distribute the content. The MultiView Series offers four distance tiers of receiver capability – 250, 500, 1000 and 1500 feet, so the receivers utilized at the World Market were matched to the extension distances required over the 16 floors."

About International Business System, Inc.

International Business Systems is a leading business technology integration company specializing in providing comprehensive dynamic digital communications networks designed to support business-to-business delivery of advertising media. IBS has a long-standing reputation for providing innovative technology solutions, combining experienced vision and strategic use of technology to augment client growth and increased market share. IBS supports business objectives with a broad range of services for digital information delivery, including connectivity design, hardware and software acquisition, content hosting and distribution, content creation and management, implementation and training. <http://www.path411.com>

About Magenta Research, Inc.

Magenta Research is the industry-recognized leader in the adaptive distribution and switching of video/audio/serial signals over Cat5 cable, and more recently, DVI over fiber and/or Cat6. Magenta manufactures the highest-performance, broadest and most flexible video-over-Cat5 product line, the MultiView Series. The company utilizes

patent-pending RepliSync™ and complex, state-variable signal EQ technologies to enable UXGA video distribution at 1,500 feet (457m) and QXGA video at 1,000 ft. (305m). MultiView Series transmitters, receivers, switchers and distributive systems have been installed in a large variety of A/V applications, especially dynamic signage for retail, airport, fast food, museum, casino, theatre, courtroom and corporate applications. In 2005, Magenta introduced the Mondo Matrix, the first multimedia Cat5 matrix switcher that can be scaled incrementally from 16x16 to 256x256. The Mondo has quickly become the new standard for larger-scale video plus audio and/or serial matrix switching. In 2006, Magenta launched the Infinea DVI Series and an industry-first – unlimited DVI extension over optical fiber and/or Cat6 using digital signal repeaters at 10km of fiber or 600 ft. (183m) of Cat6. Based in Connecticut, USA, Magenta utilizes a network of international distributors, manufacturers' representatives and resellers to market its enabling technology worldwide.

<http://www.magenta-research.com>

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