



NOT FOR RELEASE

Best Wave *DisplayIt!* 3 Adds Support for PC and Apple Media Players

Las Vegas, Nevada, February 23, 2009 – Industry leading digital signage software provider Best Wave announced today the launch of its new **DisplayIt!** Revision 3.0 that features support for both X86 PC and Apple Mini Mac media players. In addition to Apple Snow Leopard and Microsoft Windows 7, Vista and XP operating systems, **DisplayIt!** 3 continues to support legacy Linux-based media players from ViewSonic and Cisco. Best Wave is debuting the new product at the Digital Signage Expo in association with ViewSonic at their Booth #123.

“We have seen massive interest in digital signage solutions from both our current reseller partners and a largely untapped reseller base working in the audio/visual industry,” explains John Glitsos, CEO and founder of Best Wave. “The additional support for PC and Apple media players opens up a whole new market for resellers who want to take advantage of the latest in digital signage technology.”

With the launch of **DisplayIt!** 3.0, Best Wave has dramatically lowered the cost of entry into digital signage for both small business and enterprise customers. There are no contracts to sign and users are not limited by recurring charges or usage fees. **DisplayIt!** provides a cost effective, all-in-one solution that allows customers to implement a dynamic digital signage system from day one, while offering all the features and flexibility required to meet the needs of businesses of all sizes.

DisplayIt! can be fully managed in-house, eliminating the need for a dedicated IT department or specialized network infrastructure. Ready to work right out of the box on an existing network following a simple ten-minute installation process, **DisplayIt!** is an expandable solution designed to grow along with a customer’s business. Customers can harness the power of a digital signage solution immediately through a single software purchase, with the opportunity to add additional players at any time as their signage network needs grow.

<insert customer testimonial regarding ease of use and low cost >

Customers may test drive the software by downloading a free 30-day trial. **DisplayIt!** is ideal for those needing a quick and easy content creation and scheduling system. Watching the online 9-minute demo of the software is sufficient for most users to become productive and see impressive results. More advanced users can take advantage of Best Wave’s training webinars, which explore the extended feature set of the software, including emergency messaging, streaming video and embedded XML links.

Clients who communicate with a broad audience will find that this technology is well suited to a wide variety of practical applications: manufacturers can broadcast production schedule and priority messages to the shop floor; schools and universities may display class schedules, lecture announcements and emergency messages; real estate agencies can deploy public-facing screens to broadcast up-to-date property information; and local governments have an easy and cost effective way to provide important community updates to the public.

DisplayIt! is used by nearly 1,000 Best Wave customers worldwide to drive more than 3,000 digital signage screens. **DisplayIt!** is available now from worldwide distribution partners that include Tech Data, Ingram Micro, Synnex and Blue Star.

For more information or to schedule a one-on-one demonstration, please e-mail info@bestwave.com.

About Best Wave

Best Wave LLC is the industry's leading provider of digital signage software solutions...