

Private Dental Network (PDN) Selects Dynasign Solution

Fremont, CA – October 16, 2007 - Dynasign Corporation, a Silicon Valley based digital signage technology provider, has announced that Private Dental Network (PDN), a Burbank based media company, is deploying the digital signage network powered by Dynasign technology in dental offices around the US.



Dynasign digital signage platform will help PDN to effectively manage over 60 minutes per month of originally produced oral health information and patient education along with advertisements and real-time news crawls while providing the option to display customized dental content on the same screen.

"Dynasign enables PDN-TV to program customized content and advertising on a national, regional or individual office level," said Matthew Berriman, PDN-TV Operations Chief. "It is important we deliver multi-zone scheduling, tracking ability

and full screen transitions that truly define the PDN TV viewer experience," said Berriman.

"Of course, we tested and evaluated several software solutions and Dynasign more than met our demand for a network solution," said Mark Cafolla, founder of PDN, "Dynasign, it's more than a simple digital signage solution, it meets our demand for a long sought after television network solution. It really delivers as promised, meaning, PDN TV operates as a true television network and offers valuable log accountability to the advertising community."

The initial national roll-out includes the top 10 major media metropolitan areas in NY, LA, Chicago, Philadelphia, Dallas, San Francisco, Boston, Atlanta, Washington DC, Houston and will reach approximately 200,000 viewers per month. With the current pace of dentists signing up for the oral health channel, PDN anticipates a national audience of one million viewers per month within the next 12 months.

"As the largest nationwide digital signage network focused on the dental health market, PDN distinguishes itself by producing high quality targeted programming content along with ads, real-time news and entertainment" said Alex Wang, Dynasign's President and CTO. "Dynasign technology provides a scalable and powerful platform for PDN to effectively manage its growing network reach."

About PDN

Private Dental Network (PDN), Inc, is a California based media company managing ad-supported television networks and delivering captive audiences utilizing internet protocol television (IPTV) technology. As a leader in out-of-home (OOH) television advertising, PDN is a niche television network with originally produced content and a mission to inform and entertain the waiting patient while offering unprecedented access to healthcare marketers employing a traditional medium in non-traditional locations.

About Dynasign

Dynasign is a global leader in delivering digital content management and digital media network technology solutions. Dynasign offers a flexible media player application managed by an enterprise class digital signage network platform. Dynasign Online Service enables our customers to immediately start small pilot networks at the same time to experience the advanced features for planning and deploying large global media networks. Dynasign is located in Silicon Valley, California. For more information, please visit www.dynasign.net.

Contact:

Dynasign Corporation
Jimmy Dun
510.405.5988 x118
jdun@dynasign.net

Private Dental Network (PDN), Inc,
Matthew Berriman
818.840.8525
matthew@mediarc.com

Dynasign® is registered trademark of Dynasign Corporation.