

## DSM: Digital Signage to 21.000 Desktops *Total screen surface equivalent to 10.000 Plasma screens*

DSM - A Dutch chemical & life sciences multinational - uses its 21.000 office PC screens for digital signage to employees. This makes DSM Newscast, as the system is called, one of the largest Digital Signage networks, with a total screen surface equivalent to 10.000 42 inch Plasma screens.

"The speed of our internal communication increased significantly. We can get our messages across again. Even the amount of Intranet sessions grew", says Jos van Haastrecht, Digital & Corporate Communication manager at DSM.

Local news is shown first, followed by news of the Business Unit, and then corporate-wide news. "Employees are eager to put messages on DSM Newscast. And it is very well read. If we make a typo for example, we get dozens of mails", concludes Van Haastrecht.

Messages from DSM Newscast are automatically displayed upon login, and after 10 minutes of inactivity displayed as screensaver. But users can also manually retrieve messages and click through to the internet for more information.

In case of an emergency an emergency alert message can be displayed instantly on every screen.

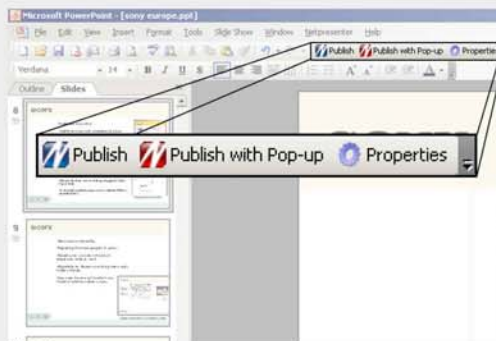


Pierre Mulleners (left) Communication manager at DSM, receives the award from Netpresenter CEO Frank Hoen.

DSM received the **Communication Innovation Award 2007** for successfully improving internal communications in an environment-friendly way. Instead of using power-hungry plasma screens, DSM uses existing desktop screens to inform employees. Digital Signage to the desktop.

There was no need for power-hungry plasma screens because of the effectiveness of the massive number PC screens DSM Newscast can put messages on. The one exception being a plasma screen in the lobby of DSM headquarters (Heerlen, The Netherlands) to inform visitors.

*Note: Digital Signage and Narrowcasting are used as synonyms in this newsletter*



### Digital Signage with PowerPoint

Digital Signage with PowerPoint. Netpresenter PowerPoint Publisher is a small plug-in for PowerPoint which enables one-button publishing to office PC screens or big screens.

No training is required of course. Netpresenter software ensures reliable playback and network friendly performance, enabling the use of existing office PCs and networks.

An emergency alert function is also included.

## Digital Signage Helps Dutch Police Catch Thieves



photo: Regio Politie Groningen

Last minute 'most wanted' update for police officers

The regional police force of the Dutch province Groningen is arresting more suspects since implementing Digital Signage.

By using multiple channels – Plasma screens, desktop PC screens, intranet and even PDAs – officers are constantly kept up to date, whether they're at the police station or on the street.

[www.politie.nl/groningen](http://www.politie.nl/groningen)

## Digital Signage at CeBIT

Would you like to know more about the latest developments in Digital Signage/Narrowcasting?

Visit our booth at CeBIT 2007, Hannover (D) from the 15th - 21th of March.

[www.netpresenter.com/cebit/](http://www.netpresenter.com/cebit/)

Booth G31, hall 6.



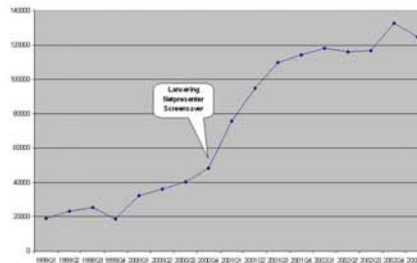
## Intranet Success with Desktop Digital Signage

Clogged Email Inboxes and abandoned Intranet sites increasingly prevent successful communications at organizations. Digital Signage to the desktop may help.

By displaying intranet headlines automatically on every desktop, any employee will at least see what the latest intranet headlines are.

By also allowing them to click through on those headlines to the intranet, a durable increase in the use of intranet has been measured of 60% and more (chart Amsterdam Airport).

This makes Netpresenter Digital Signage software to the desktop is a proven solution for increasing intranet usage and improving internal communications. [www.netpresenter.com](http://www.netpresenter.com)



Increased number of intranet sessions at Amsterdam Airport

## New Digital Signage Tools

**Netpresenter Message Server** is a Digital Signage content management system. It requires no training and can publish to both office PCs and big screens. The system is multi-channel, since it can output to Netpresenter presentations, newsfeeds (RSS) and web-sites.

New in version 6.0 is scheduling of messages and support for multiple user selectable templates. An online demo of Message Server can be found at: [demo.netpresenter.com](http://demo.netpresenter.com)

**Netpresenter Newsfeed Server** is a multi-channel caching server for Digital Signage content. It can turn newsfeeds (XML/RSS), images and websites automatically into Digital Signage presentations for PC and big screens.

## Multi-channel and Intranet Desktop Digital Signage



Digital Signage is more than just plastering your walls with big screens.

True Digital Signage is multi-channel by nature, selecting the best screens for your target audience.

To reach office workers with Digital Signage, putting messages on employee desktop screens is a logical choice. PC screens get bigger every year, and most office workers always have a couple of PC screens in sight.

Amsterdam Airport for example displays intranet headlines on employee desktop screens. And they also allow workers to click through to the full article on the intranet. Not only do Amsterdam Airport employees now KNOW what's going on, also the intranet now has 60% more visits daily.

At Sony Europe, they mix Digital Signage to the desktop with Digital Signage to a network of Plasma screens. This strategy is called multi-channeling and it has proven to be highly effective for Sony.

There is more than meets the eye in Digital Signage/Narrowcasting. And selecting the right media (mix) for your target audience is only the beginning.

Interested in learning what Digital Signage/Narrowcasting can do for your organization? Contact me: [frank.hoen@netpresenter.com](mailto:frank.hoen@netpresenter.com)

Kind Regards,

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Digital Signage on PCs and big screens