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## **PRESS RELEASE**

### **Digital Signage Software deployed in 106 Irish bank branches**

Dublin, Ireland 10th November 2007

**Radiant Ireland**, specialists in enabling technology for digital signage networks, today announced the deployment of Ryarc's CampaignManager® digital signage software in the nationwide digital signage network of a leading Irish bank. Permanent TSB is the retail banking arm of Irish Life and Permanent PLC. The new network covers the banks 106 branches in Ireland. Deployment commenced in September and will be completed by the end of November. Permanent TSB will use the new screen network to communicate product information to branch customers during retail banking hours. Outside of these hours they will also leverage the channel to communicate with branch staff. The network will be extended into the banks corporate offices in order to extend the staff communications channel.

The banks signage network will be operated by SL Graphics, who adopted CampaignManager® as their service delivery mechanism in 2006.

Darach Kelly, Managing Director of Radiant Ireland said, "We are pleased to announce this significant development in digital signage in the retail banking sector. Permanent TSB have shown vision and leadership by their commitment to a dedicated customer channel. Our content & operation partner, SL Graphics has leveraged Ryarc's *CampaignManager's* delivery platform to provide vibrant and engaging content to the bank's customers and employees."

**About Radiant** ([www.radiant-europe.eu](http://www.radiant-europe.eu))

*Radiant Ireland & Radiant Europe* provide enabling technology for digital signage networks. At Screen Expo Europe 2007, Radiant showcased Ryarc Corporation's CampaignManager® digital signage network software and the exciting new Eurosign, a high impact integrated digital signage solution.

CampaignManager® is a powerful and easy to use software platform for managing information displays. It provides leading edge signage functionality while driving down the cost per client. Using Ryarc CampaignManager®, you can create unlimited 'play lists', Movies, Web Pages, Images, and Animation etc. and distribute them to display devices, locally or over the internet.

Eurosign combines a vibrant LCD displays and signage player in an integrated platform – just plug in and go! Eurosign networks can be implemented over LAN, WAN or Internet.

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