

105 Broadway
Second Floor
Nashville, TN 37201

P 615.742.1490
F 615.742.1487
www.anode.com



news release

contact: Kelly Williams 615.742.1490
kwilliams@anode.com

ANODE ANNOUNCES FIRESIGN 3 DIGITAL SIGNAGE SOFTWARE

Major Upgrade Increases Digital Signage Functionality and Usability

NASHVILLE—June 1, 2005—Anode® unveils a major version upgrade to its FireSign™ digital signage software. FireSign brings high-visibility advertising, information and entertainment to public environments using full-motion video and graphics. FireSign 3 offers a completely scalable solution limited only by hardware and communication resources.

FireSign reaches audiences with targeted messages utilizing motion, video, and sound for increased awareness. Flexibility is inherent, and messages can change easily as promotional or informational needs dictate. FireSign's robust structure empowers companies to target their message to dozens of locations or specific messages to each location.

Enhancements to FireSign include proof of playback reporting, increased security, and multiple user access levels. With simplified web-based management, the FireSign 3 signage network can be managed from any IP connection and supports multiple browsers.

"By re-writing our Server component using Java we have created a highly scalable, secure, and robust product. With Studio and Server Administration now accessed as web applications, we have also simplified the infrastructure required," says Chris Lee, Vice President of Technology at Anode and FireSign's product manager.

"FireSign is a great product with unlimited potential, flexibility, and an incredible support team. I'm looking forward to continuing to utilize FireSign digital signage in our facility," say Michael Krull, Director Food Services at Montrose Memorial Hospital in Montrose, Colorado.

FireSign systems are currently getting the right message to the right audience at the right time throughout the United States and the Bahamas.

Founded in Nashville, Tennessee in 1991, Anode provides clients with digital solutions to educate, entertain, and motivate. In addition to FireSign, Anode designs custom digital signage content under the Ignitor™ brand, develops marketing and sales tools, produces meetings and events, and creates interactive media for corporations, museums, education and non-profit institutions. For more information on FireSign, visit www.firesign3.com, email firesign@anode.com or call 866.802.2436.

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