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For Immediate Release

Symon Announces Revolutionary New Application InView Mobile™
Interactive App Retrieves and Plays Multi-media Content Specific to Users Location

(Plano, TX – July 7, 2009) – Symon Communications, a global provider of in-venue visual communication solutions, formally announced today the availability of its InView Mobile iPhone application following a two week inaugural deployment supporting the Wimbledon tennis tournament in London, England.

InView Mobile is a revolutionary new application that, when launched, determines a user’s location and then retrieves and plays interactive, multi-media content specific at that location. If no content is assigned to that location, a general message is delivered.

“InView Mobile marks a major new milestone in visual communications. With InView Mobile, Symon can create an unprecedented visual communications experience that goes far beyond traditional digital signage, way-finding and kiosks,” says Charles Ansley, Symon’s CEO and President. “Symon can now design and deliver real-time, interactive content directly to the individual and tailor the content to the individual’s particular location and content preferences.”

Steve Gurley, Symon’s VP of Marketing and creative vision behind InView Mobile, put it this way: “An iPhone user can launch InView Mobile in a participating hotel and receive interactive information specific to that hotel. They can then go to a participating arena, launch InView Mobile again and automatically receive information about events playing in or coming to that arena. A user can even launch InView Mobile at work and receive real-time performance metrics related to their job.” According to Mr. Gurley, “All of this is controlled through Symon’s state-of-the-art content management system, which means that the potential for unique interactions are limitless.”

InView Mobile is a free application available on the Apple iTunes App Store Lifestyle genre. InView Mobile can be launched from anywhere the InView Mobile logo is present and receive interactive information specific to that location.

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About Symon Communications, Inc.

Symon Communications is a leading global provider of award-winning in-venue visual communications solutions. Symon is proud to boast a 29 year history of profitability and a client roster of over seventy-five hundred clients, which includes nearly 80 percent of the Fortune 100 and almost 70 percent of the Fortune 500.

Symon’s advantage lies within its operating model, which offers customers a single point of accountability for all visual communication implementations along with a state-of-the-art, fully-integrated and proven content management system. Symon’s

value proposition is centered on providing clients with a visual communications solution that will inform, entertain and/or positively influence a viewer's behavior.

Headquartered in Plano, Texas, Symon's U.S. offices manage sales and support of clients and prospects located throughout the Americas. Symon's European subsidiary, Symon Dacon, manages sales and support of clients and prospects throughout the EMEA region. Symon Dacon's headquarters are located in Hemel Hempstead, UK.

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