



Symon Releases Digital Signage/Mobility Convergence White Paper *In-depth Review of Mobile Trends and Future Implications for Digital Signage*

(Plano, TX – July 30, 2009) –

Symon Communications, a leading provider of visual communications solutions to clients world-wide, announced today the availability of a new whitepaper, “Trends in Mobility and the Implications on Digital Signage.” The white paper describes how current trends in mobile communications are facilitating a convergence between mobile devices and digital signage. This convergence will address digital signage’s greatest deficiency: The inability to quantify the impact that digital signage has on its owners and viewers.

Highlights of the paper include a synopsis of the issues facing digital signage, a review of the history of mobility, the emerging events that are facilitating a connection between the mobile handsets and digital signage, a presentation on potential convergent scenarios and a forecast of what is to come.

The “Trends in Mobility” white paper comes on the heels of Symon’s recent announcement of InView Mobile, the digital signage media player for the Apple iPhone. According to Steve Gurley, the author of the white paper and Symon’s Vice President in Marketing, “We live in an age where the value of any investment must be quantified. Mobility is going to play an increasingly larger role in helping to quantify the value of digital signage, and we at Symon are committed to being a leader in this area.”

You may request a copy of the white paper by sending an email request to lrarkin@symon.com.

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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; 972-578-8484 • www.symon.com.

COMPANY CONTACTS:

Symon Communications, Inc.

Leesa Rankin

lrarkin@symon.com