

## SAMSUNG AND POPSTAR NETWORKS ALIGN TO COLLABORATE ON DIGITAL SIGNAGE INTERACTIVE NETWORKS

KANSAS CITY, MISSOURI (January 18, 2010) — Samsung and Popstar Networks announced today that they will endeavor to closely collaborate on future interactive digital signage media networks.

“We have been following Popstar’s digital signage deployments, particularly several recent interactive deployments utilizing Samsung displays, for quite some time. Popstar truly understands how to deliver a unique, intuitive and powerful interactive experience utilizing a wide variety of digital media assets,” said Russell Young, Samsung’s Senior Manager of Strategic Alliances. “We believe Popstar is one of the emerging digital signage software companies to keep an eye on. They really embrace and understand the importance of well-delivered content and they definitely possess the knowledge and the software platform to engineer and deploy the right interactive experience for the client.”

“We are very pleased to enter into an even stronger relationship with Samsung,” said Jeff Dahlstrom, Popstar’s VP of Business Development. “We believe Samsung has distanced themselves from the rest of the digital display field with the depth and innovation that their line-up of display technology represents today. We always receive consistent and reliable performance when our clients choose Samsung. They help us provide the most cost-effective and engaging interactive experience,” he said.

### **About Samsung Electronics Co. Ltd**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2008 consolidated sales of US\$96 billion. Employing approximately 164,600 people in 179 offices across 61 countries, the company consists of two business units: Digital Media & Communications and Device Solutions. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

### **About Popstar Networks**

Popstar Networks, Inc., headquartered in Olathe, Kansas, is the developer of the Popstar Frontstage™ Digital Signage Platform, combining digital media technology and creative content development experience with a steadfast commitment to customer service. Popstar works with clients to develop the right digital signage strategy and solution for their “point-of-presence” (POP). Popstar’s browser-based digital signage, interactive kiosk and creative solutions are engaging audiences in a variety of market applications, including healthcare, QSR/Fast Casual, entertainment and retail and markets across the U.S. and Canada. For more information, please visit us at [www.popstarnetworks.com](http://www.popstarnetworks.com).

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