

PRESS RELEASE

15 September, 2007, HONG KONG

First Launch of Installation of CyberMedia Digital Signage Content Management System stores of Shenzhen MinRun

Cybersys Computer Limited's CyberMedia Digital Signage Content Management System (CDSCMS) was **successfully deployed** for the first time in People's Republic of China. **Shenzhen MinRun Agri-Product Distribution Chain Stores Company Limited** has 120 supermarkets in Guangdong Province.

The system is on WAN basis and the sub-servers at the stores are connected by Internet to the Central Server that located at our Shenzhen office. The split screen format allows posting of "daily specials" of MinRun and that was also the first time MinRun posted **digitized discount flyers** on in-store LCD screens.

Split Screen Display Format

Outlook of the format of display information: 1/5 at right showing still pictures of MinRun's daily specials and the content changes at 15 seconds interval; 4/5 at left showing the motion picture of advertisement; rolling text at lower end of the screen displaying messages.

The inclusion of daily specials assists MinRun to promote the sales at the stores. The shoppers are "**REMINDED**" of the discounted items as soon as they walked in.



Typical Screen Layout Format

Typical Installation of Display Devices

The followings are pictures of Typical Installation of Display Devices and Location of Demonstration Store of CDSCMS is 金色店 深圳市福田区莲花路金色花园三期裙楼；Tel: 86-755-83147110.



This landmark success has driven Cybersys to enhance the CyberMedia Digital Signage Content Management System to industrial standard fulfilling the service demands of advertising customers, agents, and the distributors.

Further information, please visits www.cyber-sys.com.hk.

Cybersys Computer Ltd

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Notice

Cybersys Computer Ltd
was relocated to :

ROOM 1009, 10/F.,
NEW COMMERCE CENTRE,
19 ON SUM STREET,
SHATIN, N.T., HONG KONG.

from 1st May, 2008.