

firmCHANNEL™ Release Software Version 5.0

Windsor, ON – February 27th, 2009 – eliquidMEDIA International Inc announced the public release of firmCHANNEL™ software version 5.0.

firmCHANNEL™ is a digital signage systems provider that is poised to exploit emerging opportunities in the marketplace. The firmCHANNEL™ system provides tremendous value to end-users by providing remarkably user-friendly digital signage systems to business and signage networks across all industry verticals.

The latest offering from firmCHANNEL™ includes many significant additions to the widely acclaimed software platform. Among the most notable additions include:

- A redesign of the User Management section to provide incredibly granular access. User permissions can be limited to each and every feature, playlist, and media clip on the platform. As part of the redesign, a media approval system has been implemented whereby clips can be staged for approval by administrators prior to their schedule taking affect.
- The Enterprise Home Page was expanded to provide a comprehensive overview of the network at a glance.
- User defined and operated Live Support Portals provide administrators remote access to any local player in their network.
- Real-time online video and IPTV streaming allows users to incorporate websites or video streams into their digital signage content.

The firmCHANNEL™ solution is completely scalable solution that provides the end-user unprecedented control of distributed digital signage systems from a central location. Content creation is made incredibly easy and intuitive because graphic and content templates are professionally designed, produced, and provided with the firmCHANNEL™ solution. Additionally, the firmCHANNEL™ system can serve as the platform for distribution of all digital media content, whether it is created at the local level, corporate level, or by an outside advertising agency. Now, users with little training can create professional looking, customized, and locally targeted digital content in minutes. Timely, relevant, and impactful messaging is inherent in the firmCHANNEL™ template design.

The 5.0 Release also includes the completely re-designed AdBuilder™ toolset. In addition to the template database of over 400 unique designs, the AdBuilder™ is provided to allow users the ability to create media without boundaries. The new ultimate AdBuilder™ allows for simple drag and drop functionality for static and animated text, backgrounds, images, logo, RSS feeds, video, and Television.

“This release represents a new generation of firmCHANNEL™ products. With the version 5.0

software, we have firmly embedded ourselves into the fabric of the highest quality content management tools available in the industry.” notes Wess Bechard, Director of Product Development

firmCHANNEL™ Servers Players and Hosted Enterprise packages are rapidly establishing a reputation in the industry as being the most cost effective and dynamic method of establishing and managing digital signage networks. The 5.0 release strengthens this case by including more of the cutting edge technology demanded by firmCHANNEL™’s diverse client base.

The latest release from eliquidMEDIA International inc. ensures that owners of firmCHANNEL™ products and services maintain the best customer experience available in the digital signage industry.

About firmCHANNEL™

eliquidMEDIA International is a developer of innovative web-based tools and equipment for the digital signage industry. In business since 1996, the Windsor Ontario based company has provided new-media solutions to customers Worldwide. With employees based in Canada, U.S.A, and Italy, the company supports a growing network of independent distributors and re-sellers who are licensed to sell their products. Visit: www.eliquid.com or www.firmCHANNEL.com

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