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A Note from the CEO

Dear C-nario Community,

As C-nario's CEO, I'm proud of what we have accomplished since our last newsletter. An overall change and achievement in many aspects, on both company and industry levels starting from our strategic partnerships to our expanded product portfolio. This is an exciting time for C-nario and we eagerly wait to see the current seeds grow and expand into great opportunities and technological breakthroughs.

We have extended our marketing position and product portfolio to the SMB market, making C-nario's superior technology accessible also to the entry level market. This approach is further enhanced with the newly launched C-Sign™ product - a digital signage solution for small and medium businesses (SMBs).

C-Sign™ addresses the demand of small and medium enterprises for an easy-to-use entry-level

Systems Division in the Netherlands (the agreement covers several countries), Vizrt and TruMedia Technologies.

These new cooperation agreements strengthen C-nario's capabilities in global service and support, integration of our software with display systems and projectors, 3D graphics and audience measurement.

We received the Digi Award for a project in Casino da Madeira, located in Funchal, capital of the Madeira Islands of Portugal. C-nario's solution enables displaying the jackpot amount throughout the casino gaming floor and in nearby hotels. The Content Award was presented to Tim Hunter Design (THD) for the world's largest outdoor video display at Harrah's Resort Waterfront Tower in Atlantic City, N.J. THD created the content and C-nario supplied the software system.

digital signage solution, enabling the SMB market to enjoy C-nario's high-end technology and superb playback in a light product. C-Sign is upgradable to C-nario's next level Messenger product.

Recently we have signed cooperation agreements with T-System (Deutsche Telekom's corporate customer division), Mitsubishi Electric's Visual Information

Enjoy reading,

Sincerely,

Arnon Diskin
Chief Executive Officer
C-nario Ltd.

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C-nario New Product Launch

C-nario Expands its Offering with a New Digital Signage Product for the SMB Market

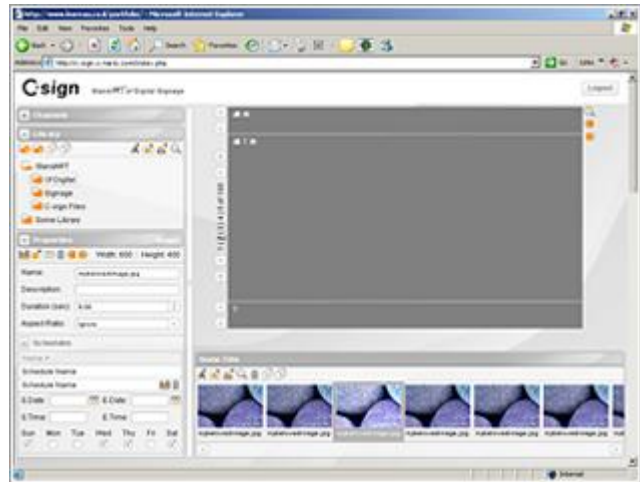
C-nario launched C-Sign™ at ISE 2009. C-Sign™ is a Web based digital signage solution for the small and medium businesses (SMBs). C-Sign™ extends C-nario's high-end digital signage solution to the small-medium market while utilizing C-nario's cutting edge technology. Digital signage, which until recently was used mainly by large organizations, is now available for all to enjoy. With C-nario's C-Sign™, small-medium businesses can use digital signage according to their needs and scale up as they grow.

C-Sign's Unique Added Values

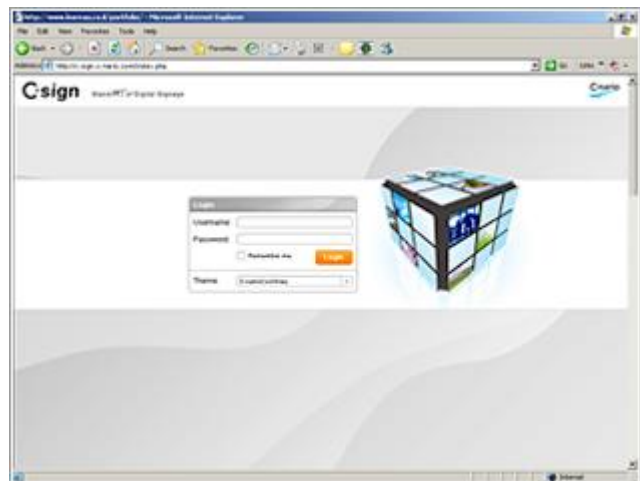
C-Sign™ comprises the latest web technology, providing rich internet application environment and enabling an easy-to-use interface.

C-Sign™ simple user interface provides:

- Web based content management GUI
- Easy drag and drop options
- Easy & fast content upload, scheduling and text creation
- Adjustable look and feel
- Smooth playback including true high definition and Flash
- RSS feeds reader
- Multi-language support
- Pre-designed graphic templates



C-Sign sample screen 1/2



C-Sign sample screen 2/2

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Strategic Partnerships

C-nario signed strategic partnerships with major companies:

T-Systems - One Stop Source

C-nario's innovative and comprehensive digital software platform and its ability to manage and control digital signage networks, is reinforced by our strategic partnership with T-Systems. With its ICT expertise (Information and Communication Technology) T-Systems provides a one-stop source of advice and ongoing management services for

Mitsubishi – OEM Partnership

Mitsubishi's product offering, including professional LCD monitors, multimedia projectors, LED display systems and display wall cube systems, will be combined with C-nario's digital signage software products as turnkey solutions for all system integrators offering digital signage solutions.

digital signage projects and infrastructure based on C-nario's software products. The services will be specifically tailored to meet customers' digital signage requirements, and could include the provision of onsite technical support, as well as remote monitoring and hosting. C-nario's local partners in each territory will provide product expertise and complementary services ensuring customer satisfaction with dedicated and personal attention.

[Click here for full press release](#)

Vizrt – Bringing Digital Signage to New Dimensions!

This partnership extends C-nario's digital signage platform with unprecedented 3D, live and video capabilities. Every single display managed by C-nario's extensive content creation, management, control and monitoring solution can now be turned into a full 3D interactive kiosk. With Vizrt's technology, each display can be addressed individually to maximize the impact of the message. Live content and specific announcements can be displayed as full 3D graphics, bringing digital signage to new dimensions!!

[Click here for full press release](#)

Mitsubishi Electric Benelux office is responsible for Benelux, Eastern Europe, Russia, CIS and Turkey. "We always strive to make digital signage projects implementation as simple as possible, without compromising quality. A standard package of high quality Mitsubishi displays and C-nario's digital signage operating platform aims to do precisely that. This is an exciting business opportunity to our partners and customers," said Rami Bahar, C-nario's Vice President Sales and Strategic Planning.

[Click here for full press release](#)

Truimedia Technologies – Tune Your Message According to Your Audience

TruMedia's iCapture audience measurement system and iCapture PROM feature are available to C-nario's customers. iCapture PROM (PROactive Marketing) is an Application Programming Interface (API), which enables real-time integration between the iCapture audience measurement system and C-nario's software-based digital signage platforms. Using PROM, digital signage content can be adapted to match the viewing audience demographics for proactive advertising.

[Click here for full press release](#)

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Case Studies

C-nario Digital Signage Platform Lights up Shanghai Airports

Advertising giant JCDecaux turns to C-nario to provide the software solution to drive more than 200 displays in two China airports.

Facts about the Shanghai deployments

Consist of 209 screens. Include 64-screen video wall. Implemented in two months.

JCDecaux Momentum Shanghai Airport Advertising Company Ltd., a joint venture company affiliated with outdoor advertising giant JCDecaux, deployed a network of digital displays throughout Pudong International Airport and Hongqiao International Airport both of which are located in Shanghai. JCDecaux's intention to sell advertising time on the displays, which would be located in high-traffic areas...

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Reviving History

At Beit She'an's archeological excavations site, visitors are fascinated by a multi-sensory experience as they stroll through the streets of ancient Scythopolis with its marble columns, stone streets, bathhouses, temples and mosaics, while watching audiovisual presentations projected onto the remains, columns, walls, and even behind the site, reviving the



C-nario at Shanghai Airport

whole archeological site. Content for this project was provided by Disk-In (www.diskin.com).

[Click here for the case study](#)



Reviving Ancient Scythopolis

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Marketing Update

Next Phase – Building an Extranet for Our Partners and C-nario Communities

Now that we have our new website up and running, we are building our extranet to provide our partners with additional sales tools and added value information, as well as providing our market verticals and communities with specific information that is relevant to their needs and goals.

We welcome any feedback and requests at:

info@c-nario.com

Your Feedback Makes us Stronger!

C-nario Basic and Advanced Pan European College

As part of our ongoing partner support, C-nario organized another C-nario College, dedicated to the technological educating of our partners. This year, the college was held in Euro-Disney where our partners enjoyed technology and entertainment.

