



For Immediate Release

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Noventri and Specialized Communications Corp. Work with Live Media Now, LLC to Deliver Webcast and Digital Signage to Airshow

Noventri and its parent company, Specialized Communications Corp., recently worked with Live Media Now, LLC to deliver a global interactive webcast at the "Air Power Over Hampton Roads," Langley AFB, Virginia.

Smithsburg, MD, April 27, 2009 – Noventri, a full-service digital signage company and its parent company, Specialized Communications Corp., joined Live Media Now, LLC of Washington, DC in creating a live global interactive webcast and digital signage at the April 24-26 *Air Power Over Hampton Roads* Airshow. The show was held at Andrews Airforce Base in Virginia and was presented to a global audience through Ustream TV.

Specialized Communications and Noventri worked directly with Tom Bendien, Founder and President of Live Media Now, LLC shooting and editing video at the event. Video was shot with three Panasonic AG-HVX200 and a JVC GY-HM 700 and then edited on the fly to provide a video feed through Ustream TV for the live webcast. The webcast resulted in over 30,000 unique viewers to the site. It was also presented as a live video feed on Noventri Digital Signage at the show.

"Extending the Airshow experience to people that are not able to attend onsite is a wonderful way to allow everyone to see the power and promise of our military and civilian aviators," said Bendien. "Thanks to the strong support by sponsors such as Specialized Communications and Noventri."

Andrew Hoffman, Vice President for Specialized Communications and Noventri said, "We are excited to be a part of the Airshow production and to leverage a range of our broadcast technologies to bring the show to people's homes all over the world. Airshows are an American family entertainment staple and it's wonderful to be at the forefront of the emerging online broadcasting models."

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Specialized Communications Corp. – the largest Panasonic Service Center in the US, specializing in P2 and DVCPRO repairs as well as Panasonic and JVC warranty repairs. Besides being a Flagship Dealer for Panasonic, Specialized Communications also works closely with such names as Grass Valley, Matrox, Adobe and Apple. Specialized Communications was established in 1985 and is located approximately 60 miles outside of Washington, DC. The company's president is David Linetsky and VP is Andrew Hoffman. URL: www.spec-comm.com

Noventri – a Division of Specialized Communications Corp. - Noventri has been a leader in manufacturing, sales, service, installation and content creation and manage of Dynamic Digital Signage since 2004 and its parent company, Specialized Communications Corp, has served the broadcast and professional video industry since 1985. David Linetsky is President, Andrew Hoffman, Vice President and Wil Conklin, Director of Sales and Marketing. Noventri is located at: 20940 Twin Springs Dr., Smithsburg, MD 21783-1510. URL: www.noventri.com