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**AMX EXPANDS DIGITAL SIGNAGE OFFERING
WITH ACQUISITION OF INSPIRATION MATTERS**

AMX Now Provides End-to-End Solution
for Virtually Any Digital Signage Design, Management and Distribution Need

ANAHEIM, Calif. – June 19, 2007 – Today at InfoComm 2007, AMX® announced that it has acquired Inspiration Matters, a UK-based manufacturer of digital signage solutions, which are sold under the brand name Inspired Signage. With this acquisition, AMX's digital signage offering will be among the most robust on the market today, enabling the company to meet virtually any digital signage design, management and distribution need.

Inspired Signage products allow customers to schedule and deliver vibrant, animated multimedia content to display screens across a network of sites locally, nationally or globally. Its media distribution technologies are used in a variety of commercial environments, including retail outlets, movie and performing arts theaters, sporting and concert venues, financial institutions, businesses, hotels, exhibit and conference spaces, and schools. Its customer base includes the British Broadcasting Company (BBC), Tony and Guy Hairdressing Salons, Baker Tilly, Hertz rental locations, London Theatre Bookings and the headquarters of two UK banks, Barclays and Northern Rock, among many others.

“The digital signage market has been a topic of discussion for many years, but it is only now – as the cost of display technologies has come down – that the demand for digital signage has really taken off. AMX has identified digital signage as a high-growth market that aligns with our overall corporate strategy, and we will continue to expand our product portfolio in new and exciting ways,” said Rashid Skaf, AMX president and CEO. “With the additions of AutoPatch, Endeleo and now Inspired Signage, AMX will be able to offer a variety of robust, end-to-end digital signage solutions – from distribution and switching technologies to content design and management. AMX customers will now have a virtual one-stop-shop for digital signage solutions that will meet nearly any audio-visual communication need.”

The Inspired Signage solution consists of pre-configured hardware and intuitive software, enabling users to easily manage content, graphics and animation targeted to chosen audiences, such as current and potential customers, employees and students. Unlike anything else on the market today – the solution provides:

- Real-time update, control and management of display content on multiple screens – changes can be made on the fly onsite, remotely or both.
- Maximum flexibility – multiple channels can run at multiple sites, with schedules that can change every few minutes.
- Highest-quality graphics – high-definition video output at 1080p 60Hz, 60 live-rendered frames per second for stunning quality content, full 3D effects and per-pixel transparency on multiple layers of both graphical and video elements for a truly outstanding display.
- Simplified user experience – motifs separate visual design, branding and animation from the editorial content.

“While the Inspired Signage team has been extremely successful in the United Kingdom, we know that we have just begun to scratch the surface,” said Bryan Crotaz, research & design (R&D) director, Inspiration Matters. “With access to AMX’s worldwide sales and distribution channel, as well as its marketing organization, Inspired Signage will now be able to reach heights we only dreamed possible.”

About AMX

AMX hardware and software solutions simplify the way people interact with technology. With the increasing number of technologies and operating platforms at work and home, AMX solves the complexity of managing this technology with reliable, consistent and scalable systems. Our award-winning products span control and automation, switching, distributed audio and video, and technology management. They are implemented worldwide in conference rooms, homes, classrooms, network operation / command centers, hotels, entertainment venues, broadcast facilities, among others.

AMX was founded in 1982 and is a member of the Duchossois Group of Companies. For more information, visit www.amx.com.

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