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ANODE ANNOUNCES ALLIANCE WITH BOLDDATA SYSTEMS

Pre-installed Software Offers Added Convenience for FireSign 3 Digital Signage Solution Resellers

NASHVILLE—July 7, 2005—FireSign™ digital signage software is now available pre-installed on hardware purchased from BOLData® Systems. By incorporating FireSign 3 server software with BOLData PCs, reliable, advanced digital signage systems are easy to configure, implement and manage. FireSign 3 Players can pull their software and configuration data directly from their server so no discs are required for installation making digital signage deployment much smoother.

“Together with BOLData we now offer our resellers a single source from which to purchase FireSign Servers with software already installed. BOLData also offers ultra-compact Player PCs. We want to make it easy for our resellers to offer a complete digital signage solution,” said Chris Lee, Vice President of Technology at Anode and FireSign’s product manager.

“BOLData is proud to be selected by Anode as a single source for FireSign Player and Server hardware. BOLData is internationally recognized for excellent service and product reliability, and we look forward to working with another company like Anode that is also internationally recognized for their work,” said Andrew D. Kretzer, Director of Sales and Marketing, BOLData.

FireSign Dynamic Digital Signage Solutions are available from a network of authorized resellers. FireSign systems are currently getting the right message to the right audience at the right time throughout the United States and the Bahamas.

Since 1984, BOLData Systems have provided computer systems, servers, notebooks and peripherals to government agencies, corporations, value-added resellers and consumers with custom configured systems, name brand and OEM components, and industry leading peripherals. For more information about BOLData, go to www.bolddata.com or call 800.923.2653.

Founded in Nashville, Tennessee in 1991, Anode provides clients with digital solutions to educate, entertain, and motivate. In addition to FireSign, Anode designs custom digital signage content under the Ignitor™ brand, develops marketing and sales tools, produces meetings and events, and creates interactive media for corporations, museums, education and non-profit institutions. For more information on FireSign, visit www.firesign3.com, email firesign@anode.com or call 866.802.2436.

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