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Australian Stock Exchange Limited
Companies Announcements Office
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Dear Sir,

Installs Digital Signage System at Federation Square, Melbourne

Swish Group is pleased to announce that it has completed the software development for the digital signage system at Federation Square in Melbourne.

The Optus Message Board which was launched this week is Australia's first live public text message board. Featuring over 30 LED screens installed on Federation Square's East Shard Building, any mobile phone user can send an SMS text message to appear on one of the screens.

Swish Group's role was developing the LED Display Management System which brings together the disparate technology components through an administration interface. The Swish Group software controls the incoming SMS message and schedules the text to be displayed on the screen. A return SMS is sent to the consumer to notify them of the screen on which their SMS will be displayed. The administration interface allows staff to monitor the status of each LED screen and change the configuration and setup of the displays.

Swish Group Managing Director Cary Stynes said: "The digital signage system at Federation Square will, I believe, be a forerunner of the digital signage systems which will become increasingly prevalent in public places over the next 2-3 years and this project demonstrates that Swish Group is a leader in this field".

Yours faithfully

CARY STYNES
Managing Director