



FOR IMMEDIATE RELEASE

Media Contact:
Rachel Rogers
Atomic Public Relations
310-689-7585
rachel@atomicpr.com

**REACTRIX FORMS STRATEGIC ALLIANCE WITH SAMSUNG TO LAUNCH
REVOLUTIONARY INTERACTIVE ADVERTISING PLATFORM AT CES**

New gesture-based “unplug and play” service to be introduced by Hilton Hotels in Spring 2008

Redwood City, Calif. – January 2, 2008 – Reactrix Systems, Inc., a leading digital out-of-home media company, today announced it has joined with Samsung to launch a revolutionary interactive large-format advertising platform — WAVEscape™, which will be featured in Samsung’s booth during the Consumer Electronics Show (CES) in Las Vegas, January 7-10.

The companies have married Samsung’s LCD digital signage display technology with Reactrix’ immersive interactive technology to create an entirely new form of advertising that compels consumers to engage in an unforgettable “hands-on” experience. The technology will engage consumers, technology buffs and advertisers alike, allowing them to literally immerse themselves in an ad. Reactrix’ strategic alliance with Samsung further strengthens its brand-to-consumer offerings and solidifies its position as the leading innovator in interactive, digital out-of-home advertising.

As traditional forms of advertising become more fragmented and less effective at maintaining the attention of consumers, Reactrix’ new-age interactive signage technology provides a compelling way for leading brands to enhance their global images. Unlike competitive offerings, the Reactrix and Samsung solution, available exclusively on Samsung’s large-format-display 570DX products, features configurable levels of interactivity that are heightened as a consumer moves closer to the display.

The interactive display technology can be triggered from approximately 15 feet away as the display content responds to consumer movement to entice further interaction. As consumers approach a WAVEscape digitally-formatted advertisement, their position and gestures are instantly recognized, enabling different levels of interaction based on proximity to the display. WAVEscape creates a new paradigm for social interaction with advertising, enabling gesture-based group experiences that will lead to much more effective brand messaging and higher unaided recall than conventional out-of-home advertising.



“We are joining with Reactrix to jumpstart a critical segment of the digital signage business, one that could have the most profound impact on advertising for decades” said Christopher Franey, senior vice president of Commercial Sales and Marketing, Display Products, Samsung Electronics America, ITD.

“By integrating our leading-edge LCD technology for the digital signage market with Reactrix’ unique, consumer-controlled interactive media, we are elevating out-of-home advertising to a completely new level of effectiveness,” said Scott Birnbaum, vice president, Samsung LCD Business.

“With the launch of our proprietary WAVEscape technology, we are creating an entirely new way of engaging consumers with targeted messaging,” said Mike Ribero, CEO, Reactrix Systems Inc. “Bottom line, WAVEscape will help innovative companies command a greater affinity for their brands by leaving a vivid lasting impression in the mind of anyone who experiences the WAVEscape technology.”

In addition to announcing its strategic alliance with Samsung, Reactrix has secured an early commitment from Hilton Hotels & Resorts to implement the futuristic interactive flat panel technology at select hub hotels across the company’s global portfolio. The panels offer Hilton guests a way to interact with the hotel’s wide array of services and guest offerings, including Hilton Fitness by Precor and, for business gatherings, the brand’s unique suite of services and e-tools, Hilton Meetings. Hilton’s goal is to use the Reactrix technology to introduce a new type of virtual concierge affording another opportunity for each hotel to connect with guests.

“Today’s consumer wants to interact with products and services in multiple ways. We’ve responded to that trend by using technology in our hotels to engage our guests with online, offline, and self-service tools – like our e-check-in kiosk, which allows the choice of touch-screen or in-person check-in,” said Jeff Diskin, senior vice president – brand management, Hilton Hotels. “With Samsung and Reactrix, we’re introducing industry-leading ‘fingertip’ technology in our hotels, as a fun and futuristic way for our guests to discover the hotel’s wide range of services and products available.”

Reactrix’ introduction of WAVEscape with Samsung at CES also showcases the company’s intention to rapidly expand its growing network of out-of-home displays. With WAVEscape, the planned expansion is expected to include the in-store and in-venue markets through its “unplug and play” network, powered by cellular broadband, in malls and movie theaters throughout the top 25 DMA’s. Reactrix’s use of cellular broadband has been recognized as an “Outstanding Wireless Implementation” at the fifth annual 3G A-List Awards held in conjunction with C.T.I.A. Wireless I.T. and Entertainment 2007.



Reactrix and Samsung expects to begin rolling out the WAVEscape system at the first series of Hilton hotels in the Spring of 2008.

About Reactrix

Reactrix is a leading interactive out-of-home media company. Reactrix creates highly entertaining branding displays that respond to the physical movements of the audience. Reactrix was founded in response to both the trend of giving the consumer more control over their media experience and the lack of true brand interaction and engagement with current media today. The Reactrix Media Network delivers more than 90 million impressions monthly in more than 175 malls and movie theaters in the top 30 DMA's. Reactrix "A-list" advertisers span a diverse range of leading brands including Coca-Cola, Clorox, Hilton, CBS, Sprint, Universal Studios, Visa, Wells Fargo, and eBay among many others. Reactrix is headquartered in Redwood Shores, California, with branch offices in New York City, Los Angeles, and Chicago.

###

TMWAVEscapeTM is a trademark of Reactrix Systems, Inc.