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## **SchoolView Technologies Announces a Strategic Partnership with Chyron Selecting the ChyTV Plus for K-12 Emergency Alert Messaging**

**PLANO, TEXAS, October 14, 2008** — SchoolView Technologies, LLC industry leading software provider of advanced control applications for K-12 schools announced today a strategic partnership with ChyTV for the implementation of its Emergency Alert and Digital Signage software modules. SchoolView Technologies CampusSV™ Emergency Alert software module provides for the simultaneous broadcast via IP of a video emergency alert or drill message such as Lockdown, Weather and Fire to all projectors and video displays in the classroom and throughout the campus.

By incorporating Chyron's broadcast expertise with video graphics devices for microcasting, alert messaging and digital signage displays, CampusSV™ software can communicate directly with the ChyTV Plus Digital Media Player to provide a customized crawl message in addition to the selected alert or drill. A message can be easily added from the SchoolView Touch Panel or via a secure Web Interface. "The enhancements provided by the ChyTV Plus through its incorporation with our CampusSV™ software adds significant value through increased functionality which is achieved in an efficient, timely and user friendly manner," said Michael A. Yonks, president of SchoolView Technologies.

Once the Emergency Alert messaging has been triggered through a push of a button and entering a pass code, the system will automatically power on all displays that are off and any projector or flat panel in use will be interrupted and will display the appropriate Alert or Drill message. After the Alert or Drill has concluded, an "All Clear" message will be displayed.

This partnership allows one device, the ChyTV Plus Digital Media Player, to provide dual functionality. "When our ChyTV Plus is not being used for emergency alerts it serves as a digital signage player which through the SchoolView Digital Signage software module allows customized messaging such as upcoming PTA meetings and school events, Lunch menus and other Campus information for faculty, students and parents to be displayed on flat panels across the network" comments Vince Biondolillo, Director of ChyTV Sales Support for Chyron.

**About SchoolView Technologies** – SchoolView Technologies, LLC, based in Plano, Texas, provides convergence software technology to drive efficiency, safety and improved teaching and learning. CampusSV™ software, from SchoolView Technologies, is a complete, scalable solution that consolidates management and control of diverse school technologies at the district, building and classroom level, on a single, comprehensive platform. SchoolView's network-based approach modernizes traditional bell, clock and PA systems, while addressing the management and control needs of classroom audio, video and presentation tools. For more information on SchoolView Technologies, please visit [www.schoolviewtech.com](http://www.schoolviewtech.com) or call 972-403-7778.

**About Chyron –**

As the pioneer of Graphics as a Service for all digital video media Chyron continues to define the world of digital and broadcast graphics with Web, Mobile, HD, 3D, and newsroom integration solutions. Winner of numerous awards, including two Emmys, Chyron has proven itself as a leader in the industry with sophisticated graphics offerings that include Online, Chyron's AXIS Graphics online content creation software, HD/SD switchable on-air graphics systems, clip servers, channel branding and telestration systems, graphic asset management and XMP integration solutions, and the award-winning WAPSTR mobile phone newsgathering application, as well as digital signage. For more information about Chyron products and services please visit the Company's websites at [www.chyron.com](http://www.chyron.com), [www.chytv.com](http://www.chytv.com) and [www.axisgraphics.tv](http://www.axisgraphics.tv) (NASDAQ: CHYR).