



For Immediate Release

CHYRON DELIVERS FIRST WEB-BASED CONTENT DISTRIBUTION SERVICE FOR ITS ChyTV DIGITAL SIGNAGE PLAYERS

Melville, NY – June 4, 2007: Chyron Corporation (OTC BB: CYRO), the leading provider of broadcast graphics software for the world's television broadcasters, today announces the release of ChyTV.net web-based content distribution services for Dynamic Digital Signage Networks. The new service works exclusively with Chyron's ChyTV Dynamic Digital Signage Player product line.

According to John Remmler, Chyron's VP for ChyTV, this technology represents "A major shift in paradigm for Digital Signage Networks," in that "for the first time an enterprise deployment of digital signage can be achieved with a minimum of technical hurdles."

Minuk Choi, Principal Developer of the ChyTV.net service, points out that "setup of a player unit on the web-based service is automatic and takes less than 2 minutes. ChyTV Player Devices 'pull' content from the web-based server, thus eliminating firewall issues and maximizing security." He further explains that "Content is sent to the web-based server from any computer on the Internet and ChyTV players poll the server for changes to the content and remain synchronized. The service can even back-haul as-played log data for verification purposes."

This simplified architecture requires no dedicated Network Operations Center (NOC) to create a large enterprise signage deployment. In addition, ChyTV.net integrates third-party data services offering access to news, sports, weather and other on-line feeds. "Digital Signage Network Operators have been awaiting a simple-to-use solution and this technology should have a major impact on the number and quality of networks deployed," explains Michael Wellesley-Wesley, Chyron President and CEO.

About Chyron

With unwavering clarity of vision Chyron continues to define and dominate the world of broadcast graphics. Winner of numerous awards, including two Emmys, Chyron has proven itself as the undisputed leader in the industry. The ChyTV product line leverages Chyron's broadcast expertise with video graphics devices for dynamic digital signage networks. Chyron holds a patent on technology that enables the integration of live television graphics data with a broad range of interactive media platforms and consumer electronics devices. Chyron has a unique, forty-year history of service and support for its products that far exceeds that of most manufacturers. For more information about Chyron products and services, please visit the company website at www.chyron.com and www.chytv.com.

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Product images upon request