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For Immediate Release

## **PROGRAM PRODUCTIONS SELECTS CHYTV.NET DIGITAL SIGNAGE SOLUTION FOR FAMILY RESTAURANT NETWORK ROLLOUT**

**Melville, NY, 10 August 2007:** Chyron Corporation (OTC BB: CYRO) has today announced that Program Productions, Inc. (Lombard, IL), a leading provider of digital signage and live event production services, has selected ChyTV and ChyTV.net to support its Protv2™ Digital Signage Service. Protv2™ includes content creation, network management and remote delivery of customer-driven marketing needs.

Customers using this newly created signage solution will experience a transparent installation that takes just minutes. Once installed, each ChyTV device can be linked to the Protv2 Network Management Group through ChyTV.net via a web browser. This allows each device to be controlled remotely, in real time, removing the need for interaction from on-site personnel.

“ChyTV and ChyTV.net allows us to offer our Protv2 Digital Signage Service to more customers and with greater efficiencies than has previously been possible,” commented Robert Carzoli, President and CEO of Program Productions, Inc., “Utilizing both the Chyron-created and supported equipment and remote access capabilities, we can easily help our clients convey targeted, timely messages and information with real impact that gets results. And they can do this over their existing television infrastructure without the need for expensive video servers or software.”

Currently, Protv2 is being tested at one of the country’s fastest-growing restaurant chains and is currently in use in a number of professional sports, entertainment and concert facilities. A newly-signed five-year agreement with a leading buying cooperative for 150 major colleges and universities and 6,000 assisted-living facilities creates a unique advertising opportunity for away-from-home, point-of-purchase marketers.

“We are very happy to expand our already solid relationship with Program Productions, Inc.,” added John Remmler, Chyron’s Vice President for ChyTV. “The company has an outstanding technical reputation and solid relationships with large, national restaurant chains, leading spirits distributors and a wide range of specialty businesses. With ChyTV and ChyTV.net, it is now able to offer digital signage solutions to every one of its customers effectively and inexpensively.”

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### **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. From the entry-level MicroX to the HD/SD-switchable HyperX<sup>2</sup> with Lyric PRO, Chyron's exceptional product line brings unmatched, 2D and 3D graphics creation and performance to the most demanding studio and mobile operations. Rounding out Chyron's graphics offerings are still and clip servers, channel branding and telestration systems, graphic asset management and XMP integration solutions and the award-winning WAPSTR mobile phone newsgathering application. The ChyTV product line leverages Chyron's broadcast expertise with video graphics devices for microcasting and digital displays. 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. With over 40 years of experience, Chyron has a unique 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 websites at [www.chyron.com](http://www.chyron.com) and [www.chytv.com](http://www.chytv.com) (OTC BB:CYRO.OB).

### **About Program Productions, Inc.**

As one of the nation's leading live event production companies for the last twenty years, Program Productions has built a solid reputation for technical excellence. Its entrance into the world of Dynamic Digital Signage with Protv2<sup>TM</sup> is a natural extension of its core complement of customer services. Applying the same principles that have earned it numerous production awards, including two Emmy's, Program Productions is uniquely positioned to ensure that its Digital Signage solution meets the same broadcast standards as are expected from its broadcast network partners. With customers ranging from Turner Sports to HBO to Fortune 500 Companies, Program Productions manages some of the largest broadcast events on television. For more information on the products and services offered by Program Productions, please visit the company's websites at [www.programpro.com](http://www.programpro.com) or [www.protv2.com](http://www.protv2.com).