

PRESS RELEASE

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LET YOUR iPod BE YOUR TOUR GUIDE

Parat Solutions and Audissey Media offer museum and tourist destinations iPod-based interpretive tours

Berwyn, PA August 17, 2009 – PARAT Solutions today announced the formation of a strategic partnership with Boston-based Audissey Media. Together the companies will offer museums and tourist destinations a turn-key approach to iPod-based interpretive tours. By combining cutting-edge media content with an efficient management system for iPod and iPhone devices, this partnership turns an iPod into the ultimate tour guide. A recently posted short video explains how (search on YouTube: “Audissey PARASYNC”).

“Visitors love using the Apple iPod because it’s such a dynamic multimedia tool for learning,” said Juliet DeVries, Audissey Media’s Director of Business Development. “It gives museums and tourist destinations a hip, relevant feel – and a powerful education platform.”

Museums and tourist destinations can now easily provide visitors with iPod and iPhone-based tour experiences. It brings an exciting interactive dimension to the self-guided tour concept.

But what does a museum do with charging and syncing all those devices? That challenge is answered by the PARAT Solutions PARASYNC dock. Designed specifically for users deploying large quantities of iPod devices, the PARASYNC charges and synchronizes content to 20 devices at a time. By eliminating charging cables and using iTunes as a native synchronization application, no other iPod and iPhone charge/sync product is as simple to use.

“We proactively seek relationships with companies that can add significant value to users who deploy large quantities of iPod and iPhone devices,” said Peter Jauss, Director of Sales for PARAT Solutions. “In our outreach to the tourism and museum sectors, Audissey Media helps us fill those criteria exceptionally well.”

Audissey Media’s productions have received awards from the American Association of Museums, and the American Association of State & Local History. They have been featured in the Wall Street Journal, Oprah Magazine, NBC, ABC, CNN Money and USA Today.

PARAT

Solutions

The PARASYNC dock will be featured in a series of additional short online videos in the coming weeks to provide information and perspective relating to exciting applications for its use.

About PARAT Solutions

PARAT Solutions, an independent U.S. affiliate of PARAT-Werke, develops and manufactures “smart products for mobile computing” which secure, store, transport, protect, charge and synchronize multiple mobile computing devices.

For further information, please email press@paratsolutions.com, call 866-647-5976 or visit www.paratsolutions.com.

About Audissey Media

Audissey Media produces audio and video tours for museums and tourism destinations to attract a new generation of visitors. Their award-winning productions unite creativity and technology.

For more information, please email juliet@audisseymedia.com, call 888-402-4671 or visit www.audisseymedia.com.

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