

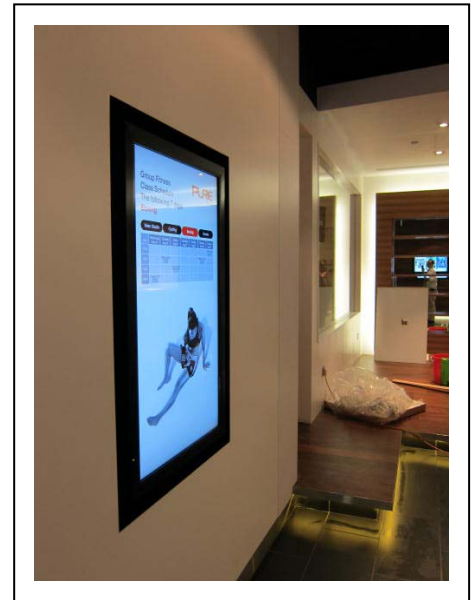
PRESS RELEASE

30 August 2010

The Management is pleased to announce the completion of the First Stage Installation of Digital Signage System at **PURE FITNESS** (Hong Kong and Singapore operations).



The Pure Fitness Digital Signage System is a server based system with Content Management Server located at Hong Kong office. The 42" interactive LCD display panel has touch function allowing the user to inquire information about the exercise classes, the trainer, the time table and any special notice at finger tip.



The system eliminated the printing of class schedules and poster which is extremely environmentally friendly. The system displays the core talent of the Pure Fitness, build the corporate image and assurance in delivering the best membership service. The membership consultants can demonstrate the facilities and varieties of classes to prospective members at ease. Cybersys is therefore, proud to be part of the winning team in delivering top quality digital signage to our clients.



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