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**FOR IMMEDIATE RELEASE**

**Exceptional Innovation LLC announces new content and advertising services subsidiary called The SmarTV Company LLC**

**Westerville, Ohio – June 20, 2012** Exceptional Innovation (EI) announces The SmarTV Company (SmarTV) , a new subsidiary that will focus on delivering content and advertising services to the hospitality, healthcare, higher education and mobile marketplaces.

SmarTV's Content Services Division will offer its clients a variety of digital content via satellite, IP-over-COAX, and terrestrial fiber. The Company has become a DirecTV dealer and also has TV distribution and affiliate rights to offer Basic, Preferred, and Premium channel lineups. SmarTV has also partnered with Avail TVN to offer Video-on-Demand and Pay-Per-View capabilities and will add DVR, TV-Anywhere, Internet Connected Media, and international content as part of its expanded content service offerings.

In addition, SmarTV has set up an Advertising Division devoted to selling hyper-local advertising and national broadcasting avails in major markets where it has current hospitality and healthcare clients. All advertising revenue generated is split with the client to offset the cost of content services and technology implemented by SmarTV.

"By providing these additional options to round out our service solutions, SmarTV is providing a one-stop shop that offers clients a robust content package that also offsets their technology costs with advertising revenue," says Seale Moorer, CEO for SmarTV.

SmarTV is also teaming with the ARRIS Group to offer clients a cost effective, IP-over-COAX and IP set-top box solution that supports full HD content. Powering it will be the ARRIS CMTS platform, which features a compact footprint, low power consumption, and minimal cooling requirements that allow properties to deploy SmarTV over the existing coax infrastructure.

Expanding upon the feature-rich technology platform developed by Exceptional Innovation, The SmarTV Company will offer these solutions for the hospitality, healthcare, and mobile marketplaces:

- *GuestSmarTV*: A comprehensive hospitality solution that combines entertainment content, access to amenities and hotel services, and targeted advertising to form an integrated solution that provides an enhanced guest experience while generating revenue to offset hotel operating and technology costs.
- *PatientSmarTV*: A healthcare content solution that provides patients and their families with in-room TV and mobile interfaces for instant access to caregivers, educational content, entertainment, and room control. The solution shares data with medical information and facility management systems and gives patients remote access to healthcare information and services throughout the entire care cycle.
- *MobileSmarTV*: A web-services based mobile platform for rapid delivery of any mobile application that also includes support for a range of popular mobile clients such as the iPhone®, iPad®, Android™, Blackberry®, and Windows® Phone. SmarTV also offers standalone mobile solutions that can be customized to the needs of any business.
- *AdSmarTV*: A cloud-based advertising web-portal offering “anywhere access” to advertisers to upload their content, check availability, bid on space, sponsor sections of the user interface, and monitor statistics.

For more information, logos and images, please visit [www.getsmartv.com](http://www.getsmartv.com)

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#### **About Exceptional Innovation**

*Based in the Westerville suburb of Columbus, Exceptional Innovation(EI) is a software development, hardware manufacturing, and professional services firm that designs, builds, and implements solutions for the hospitality, healthcare, residential and commercial markets. EI brands include Life|ware and SmarTV.*

#### **About The SmarTV Company, LLC**

*Based in the Westerville suburb of Columbus, Ohio, The SmarTV Company provides TV content and associated advertising services for the hospitality, healthcare, higher education and mobile marketplaces.*

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