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PR Newswire - Press Release

ADP Dealer Services and SiSTeR Technologies Announce Agreement

04.18.08, 2:05 PM ET



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DALLAS, April 18 /PRNewswire/ -- ADP Dealer Services is pleased to announce that it has entered into an agreement with SiSTeR Technologies to provide a website video solution through ADP's Digital Marketing offering and ADP subsidiary Digital Motorworks, Inc (DMi).

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SiSTeR Technologies' Video Car Lot (VCL) renders videos for dealer websites and other automotive portals using existing photos and vehicle feature data from the dealer's Dealer Management System (DMS) and Third Party sources. While most all dealer websites include multiple still photos of vehicles, VCL takes the online shopping experience to the next level with a more engaging experience. Images are stitched together to create videos with automated text-to-speech technology providing the audio. Short advertisements, which allow the dealer to showcase the dealership, run before and after each video.

"The integration of our 3DF player with the Digital Marketing platform will allow for the inclusion of additional vehicle information, such as vehicle history reports and OEM pre-owned certification, in our VCL solution," explains Israel Alpert, President and CEO of SiSTeR Technologies.

"We think dealers are going to be very excited about this new technology to promote their dealerships and vehicles," comments Bill Reilly, Vice President, ADP Digital Marketing. "The potential reach is as broad as the Internet. Wherever a prospect can surf a dealer's inventory, he or she can view the video of that vehicle -- whether it's a pc, a smart phone, or any handheld device. It's a turn-key digital solution that requires no additional effort by dealership personnel. We hope to see impressive click-through rates, driving leads to dealerships."

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Video Car Lot will automatically be offered as a part of ADP's Digital Marketing solutions.

About ADP

Automatic Data Processing, Inc. (NYSE: ADP), with nearly \$8 billion in revenues and over 600,000 clients, is one of the world's largest providers of business outsourcing solutions. Leveraging more than 55 years of experience, ADP offers the widest range of HR, payroll, tax and benefits administration solutions from a single source. ADP's easy-to-use solutions for employers provide superior value to companies of all types and sizes. ADP is also a leading provider of integrated computing solutions to auto, truck, motorcycle, marine and recreational vehicle dealers throughout the world. For more information about ADP or to contact a local ADP sales office, reach us at 1.800.225.5237 or visit the company's Web site at <http://www.ADP.com>.

About SiSTeR Technologies

SiSTeR Technologies, Inc. is a provider of applications and hosted services for automated video rendering and publication systems. SiSTeR-prize, the company's flagship product, creates video clips for every web page and product listing using nothing but the existing pictures and text. Founded in 2003, the company is headquartered in Dallas and is privately held.

SOURCE SiSTeR Technologies

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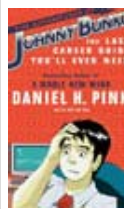
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