

Yahoo! My Yahoo! Mail

Search: 

Web Search

**YAHOO!** FINANCE[Sign In](#)  
New User? [Sign Up](#)[Finance Home](#) - [Help](#)PR Newswire  
LIVE Business Media

GET QUOTES

Finance Search

and up to  
**\$100 BACK**  
when you switch.

AMERITRADE

**401k** ROLLOVER  
E\*TRADE Securities LLC

Press Release

Source: SiSTeR Technologies, Inc.

## Sonic Automotive Selects SiSTeR Technology to Provide Video Car Lot Services

Monday April 7, 2:27 pm ET

DALLAS, April 7, 2008 /PRNewswire-FirstCall/ -- SiSTeR Technologies today announced that Sonic Automotive, Inc. (NYSE: [SAH](#) - [News](#)), awarded them a contract to provide all of its 170 dealerships with online videos for vehicle inventory websites. SiSTeR Technologies is the world's only provider of fully automated video rendering systems.

### ADVERTISEMENT

See **Scottrade's Market Statistics** to analyze the indices and market forces that may impact SAH movement today

NYSE: **-0.53%**  
SAH: **0.142%**

■ advancers ■ unchanged ■ decliners

**Mouse over chart for details**

Stocks are lower today as declining issues outpace advancing issues on the NYSE and the Dow Jones Industrial Average is off -0.38% to 12,564. Bonds are largely unchanged with the yield on the benchmark 10-year Treasury Bond hovering around 3.54%.

DISCLAIMER ▲

[Learn More](#) **Scottrade SmartText™**

As part of the agreement, SiSTeR Technologies will provide Sonic with wall-to-wall services of video rendering, distribution and publication -- collectively known as Video Car Lot (VCL).

VCL creates a fully automated video clip (Video Walk-Around) for every vehicle in dealership inventory. Existing data, photos and text are used to create the Video Walk-Arounds, which are embedded in the index and details listing. "Thanks to our fully automated video rendering systems we managed to provide over 15,000 new video clips in less than one week during the transition," said Israel Alpert,

President & CEO of SiSTeR Technologies.

"We closely monitored leads and calls to dedicated 800 numbers on a week-by-week basis and saw a significant improvement in lead submissions said Rachel Richards, Vice President of Retail Strategy and Process Management, Sonic Automotive. "Objective data from the test was a key factor in our decision to select SiSTeR Technologies."

In addition to website use, the Video Walk-Arounds are used in outbound dealership email, distributed to cars.com and posted on YouTube in fully automated mode.

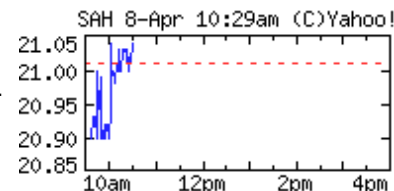
About Sonic Automotive, Inc.

Sonic Automotive, Inc., a Fortune 300 Company, is one of the largest automotive retailers in the United States operating 173 franchises and 40 collision repair centers. Sonic can be reached on the Web at <http://www.sonicautomotive.com>.

About SiSTeR Technologies

SiSTeR Technologies, Inc. is a provider of applications and hosted services for the automated rendering and publication of video clips. SiSTeR-prize, the company's flagship

### Related Quote

[SAH](#) 21.01 0.00 [News](#)[View Detailed Quote](#)

Delayed 20 mins

[Providers](#) - [Disclaimer](#)

### Related News Stories

- [Sonic CEO Bruton Smith to sell shares worth \\$6.7M](#) - at bizjournals.com (Thu Mar 20)
- [Sonic Automotive, Inc. CEO and President Enter Into Rule 10b5-1 Trading Plans](#) - PR Newswire (Thu Mar 20)
- [Speedway Motorsports' Bruton Smith honored for tourism](#) - at bizjournals.com (Tue Mar 18)
- [SONIC AUTOMOTIVE INC Financials](#) - EDGAR Online Financials (Sat Mar 8)

[More...](#)

- By industry: [Auto Dealerships](#)

### Top Stories

- [Washington Mutual Raising \\$7 Billion](#) - AP (10:22 am)
- [Stocks Fall After Disappointing Earnings](#) - AP (10:23 am)

product, creates video clips for every web page and product listing using nothing but the existing pictures and textual information. SiSTeR is a strong, profitable, privately held company founded in 2003 with its headquarters in Dallas, TX. <http://www.videocarlot.tv>

---

Source: SiSTeR Technologies, Inc.

 [Email Story](#)

 [Set News Alert](#)

 [Print Story](#)

[Yahoo! Buzz](#)

#### Sponsor Results

##### [Countrywide® Home Loans](#)

No Closing Cost Refi. No Points. No Credit Report or Processing Fees.

[www.Countrywide.com](http://www.Countrywide.com)

##### [Online Forex Trading Software](#)

Award-Winning Software. Free Practice Account. Free Training. Try Now.

[www.GFTforex.com](http://www.GFTforex.com)

##### [Refinance and Save \\$1,000S](#)

\$150,000 Mortgage for \$483/month. Compare up to 4 free quotes.

[www.pickamortgage.com](http://www.pickamortgage.com)

[\(What's This?\)](#)

- [Pending Home Sales Hit New Record Low](#) - AP (10:21 am)
- [Gov't Expects Gasoline to Peak at \\$3.60](#) - AP (9:58 am)

[More...](#)

- [Most-viewed articles](#)

#### RSS Feeds

Add headlines to your personalized My Yahoo! Page ([About My Yahoo! and RSS](#))

SAH Headlines

Auto Dealerships Headlines

[More Finance RSS Feeds](#)

---

Copyright © 2008 Yahoo! Inc. All rights reserved. [Privacy Policy](#) - [Terms of Service](#) - [Copyright Policy](#) - [Send Feedback](#)  
Copyright © 2008 [PR Newswire](#). All rights reserved. Republication or redistribution of PRNewswire content is expressly prohibited without the prior written consent of PRNewswire. PRNewswire shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.