

PRESS RELEASE

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EUROPEAN PREMIERE FOR NEXT-GENERATION SIGNAGE SYSTEM TO BE HELD AT SCREEN EXPO 2008

The Screen Expo Exhibition, Olympia, February 5th and 6th will be the venue for the European launch of a new type of Digital Signage product – The Adaptive Signage Controller

Traditional Digital Signage systems can be complex to maintain and adjust, relying on distribution of content from a central server maintained by skilled computer software experts. Whilst Adaptive Signage *can* be maintained from a central system, it also offers the flexibility to include locally optimised content, simply and in real-time.

The Adaptive Signage Controller is extremely robust, not based on home PC technology but on an industrial-grade dedicated specialist hardware appliance, designed and built specially to manage multi screen signage systems. Far more powerful than a PC, much easier to work with and, having no disk drives, far more reliable.

Colin Carberry, from Adaptive Signage, said, “Offering local as well as centralized control for a signage system creates the possibility for faster payback and tighter control – for example, in a retail environment a store manager can take advantage of centralised promotion campaigns , but also has the opportunity to apply local promotions, unique to current conditions in his store, maximising sales opportunities and optimising stock usage, using his Adaptive Signage system as his primary method of communicating with his customers. The robust and optimised design of the dedicated Adaptive Signage Controller also offers much greater protection against equipment failures or software problems than is the accepted norm with the current generation of PC-based systems. The Achilles Heel of any PC is the disk drives; all disks will fail eventually. There are no disk drives in the Adaptive Signage Controller.

Notes for editors

1. The Adaptive Signage Controller has been marketed in the USA for two years, but Screen Expo will be the first time this technology has been seen in Europe.
2. Current users include Financial Institutions, Retail Outlets and Property Companies.
3. Adaptive Signage is on Stand A21 at Screen Expo 2008.

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