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ATV Video – Rocklin Announces Unveils Comprehensive Digital Signage Solution

Rocklin, CA (12/15/2007) – ATV Video Technologies in Rocklin, CA announces development of a comprehensive Digital Signage solution. This new solution takes a holistic approach and includes marketing strategy consulting, system design, hardware procurement, installation, project management, content development: video production, graphic design, outsourced management and advertising sales.

Digital Signage converts any television display into a powerful marketing tool. The days of static posters and billboards are gone! The solution creates a new, highly effective, marketing channel, by presenting marketing messages across any number of television displays located anywhere. By creating dynamic messaging, marketers can now influence purchasing behavior at point of sale: restaurants, retail stores, theaters, banks, gas stations and even supermarkets.

The possibilities are limitless: announce spot sales, showcase the day's special menu at restaurants, information customers of upcoming event, sell advertising and much more.

Bill Murphy, President of ATV said: "We are excited to be at the forefront of this expanding technology. This all-inclusive approach, combined with ATV's technical and creative skills, make us a great partner for digital signage. By partnering with our customers from design through installation and then providing ongoing support allows ATV to ensure that our customer achieve the potential of this new marketing tool."

For additional information on ATV's digital signage solution, contact Bill Murphy or visit www.ATVvideo.com.

ABOUT ATV Video – ATV Video, headquartered in Rocklin, Calif., is a leading audio and video communication solutions provider specializing in audio visual system integration, video production, event management and staging, equipment sales, and multimedia creation and duplication.

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