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## **Digital View and The Digital Signage Group Team to Broaden Access to Digital Signage**

New York, N.Y. (April 7, 2006) – Digital View, a leading provider of digital signage and digital media networks, has formed a channel partner relationship with The Digital Signage Group, Inc. to help meet the explosive demand for digital signage. The Digital Signage Group provides professional consulting, project management services, product sourcing and other services for the digital signage marketplace.

“This affiliate relationship with The Digital Signage Group enables us to re-size the market for digital signage to accommodate the needs of system integrators, designers and small to medium-sized businesses for digital signage solutions,” explains Stu Armstrong, COO of Digital View. “Small- to mid-sized businesses are one of the fastest-growing segments for digital signage. But, many have traditionally used products and technologies that could not meet the rigorous demands of digital signage, resulting in serious performance and reliability issues.”

Armstrong continues: “Our solid-state player technology and web-based media management software deliver proven technology to effectively support digital signage needs at a price point that works for companies with small-quantity requirements. Whether you’re looking to deploy one or a hundred screens, this alliance is ready-made for you.”

Armstrong explains that this alliance was formed to meet the increased demand for digital signage from industry segments such as Pro A/V, museums and public venues, and small- to mid-sized retail chains. “This alliance gives us the end-to-end capabilities, expertise and resources to evaluate and quickly respond to a growing need among this ever-expanding circle of users,” he adds.

"We are eager to work closely with Digital View from a sales fulfillment perspective to help deliver unique products to the marketplace, which this venture makes possible," says Jill Miller, executive vice president at The Digital Signage Group. "As we've seen in seven-plus years in this business, there are no cookie-cutter solutions to digital signage. Each business has its own specific needs, complexities and opportunities and therefore digital signage solutions need to be tailored accordingly."

Miller continues: "By partnering with Digital View, we are well positioned to demystify the digital signage process for companies and configure solutions that draw upon our industry experience, project management know-how and vendor relationships."

"As digital signage becomes more readily accepted and adopted across industry, the historical challenge facing most service providers has been an inability to keep pace with market demands," Armstrong notes.

"Small- to medium-sized companies interested in digital signage have not always been well served by service and technology providers, many of whom were unable to deliver due to resource or scalability issues," he adds. "This alliance aims to meet this challenge head-on and help encourage broader adoption of digital signage in the marketplace."

The Digital Signage Group, part of The Powder Hill Group of companies, was created in January 2006 with the spin-off of the ActiveSource division of ActiveLight into a standalone company, with its own brand. Renamed The Digital Signage Group, the company will continue to deliver the same broad-based consulting, project management, service and sourcing capabilities offered under the ActiveSource company banner. The Powder Hill group remains the parent company.

### **About The Digital Signage Group**

The Digital Signage Group provides consulting and project management expertise and is a prime source for products and services addressing digital signage systems. The Digital Signage Group is part of The Powder Hill Group of companies, which includes BOXLIGHT Corp. The Powder Hill Group companies are based in Poulsbo, Wash., near Seattle. More information is available at <http://www.thedigitalsignagegroup.com> or by calling 866-591-1974.

### **About Digital View**

Digital View is a global leader in the design and implementation of out-of-home advertising, digital signage and screen media networks. Working with clients or

in partnership with third-party partners, Digital View offers clients a turn-key solution encompassing network identity, content design and creation, and ongoing network management services. Digital View specializes in the retail, financial services and transportation sectors, with client networks that span North America, Europe and the Asia-Pacific region. For more information, visit: <http://www.digitalview.com>