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D.A.T.'s ROBUST SaaS SOLUTION PROVES SUCCESSFUL FOR DCSI

Digital Consumer Solutions, Inc. continues strong growth by leveraging the power and flexibility of Entourage—a dynamic suite of software tools offered by D.A.T.

(February 22 2010, Tempe, AZ)—[Digital Consumer Solutions, Inc. \(DCSI\)](#) has announced the full integration of Entourage from D.A.T, an integrated suite of software solutions developed for digital signage network operators and advertisers.

D.A.T's Entourage products help create an unprecedented opportunity for network monitoring and management, campaign development and deployment, and more at a fraction of the cost of other, less powerful solutions. Combined with power of [The Entourage Media Network](#), which has unified more than twenty digital signage networks creating reach into more than half a million screens nationwide, the Entourage suite of products delivers unparalleled control to network operators and a comprehensive set of tools for advertisers and media planners.

[Entourage Advertising](#), developed specifically for advertisers, media planners and buyers, is an online solution through which advertisers can create, manage and monitor campaigns, and execute media buys targeted to specific screens in the Entourage Media Network based on audience profiles and geographic preferences with more than 180 filtering parameters. "This really is a soup to nuts solution where advertisers and media planners can do everything from campaign development and planning with incredible flexibility and detail, to uploading creative assets and reviewing post-campaign performance reports. It's a very powerful solution that's unlike anything we've seen before," says Todd Hanle, Head of Global Marketing and Brand for DCSI.

[Entourage Digital Destination Software](#), D.A.T.'s newest offering, is an intuitive and intelligent solution for network operators that includes network management, content scheduling, digital asset allocation, screen/display monitoring, playlist optimization, system reporting, and more. Among its unique features is an interactive map that updates in real-time giving network operators a bird's eye view of network health and empowering them to proactively address challenges as they arise.

"Entourage Digital Destination Software is the core piece that connects Entourage Media Networks and Entourage Advertising," says Steve Roberts, D.A.T.'s CEO. "This platform not only has the most dynamic features the industry has to offer today, it is also half the cost of any SaaS solution in the market." If networks choose to be a part of the Entourage Media Network, they get a premium discount per player enabled with Digital Destination Software.

"We hope that our solutions will work in harmony to provide the industry with insight and efficiency in the way digital content is distributed, measured, and optimized, bringing the versatility of the web to digital out-of-home," says Roberts. "Our integrated solutions are unique because we have an evolved feature set that unifies networks to enable global brands to hyper-target relevant audiences."

D.A.T will be at the Digital Signage Expo in Las Vegas, NV (booth #1842), where they will be showcasing and demonstrating the Entourage suite of solutions.

About D.A.T

Digital Advertising Technologies creates enterprise solutions for digital multimedia networks and advertisers. D.A.T.'s core vision is to create solutions that maximize efficiencies and enhance integrated communications across digital destination networks worldwide. D.A.T is privately funded and headquartered in San Francisco, CA. For more information visit www.digitaladtech.com.

About DCSI

Tempe, Arizona-based Digital Consumer Solutions, inc. (DCSI) is a nationwide digital signage and advertising network with digital screens located in high traffic quick service restaurants, convenience and grocery stores in most major markets. At the cutting edge of product and technology innovation in the digital-out-of-home industry, DCSI creates a platform for advertisers to engage and inform today's fast-paced, constantly moving culture. By providing everything from the ground up, DCSI is able to customize individual and network-wide content and advertisements for clients based on location and demographics to produce measurable results. Leveraging DCSI's network, advertisers are able to target consumers where other, more traditional, mediums cannot. For more information visit <http://www.dcsimedia.com>.

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