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Digital Signage Expo 2010: Companies Dig D.E.E.P. to Help Find Missing Children

Digital Advertising Technologies and AmberAlert.com bring advanced alerting technology to digital out-of-home to increase visibility of AMBER Alerts

(Las Vegas, NV Booth #1842 – February 24, 2010) – At this year’s Digital Signage Expo, Digital Advertising Technologies (D.A.T.) announces a strategic partnership with AmberAlert.com, a technology company based in Phoenix. Together, they have developed the Digital Eyes and Ears Project (D.E.E.P.), an initiative that hopes to decrease the number of missing children by increasing the visibility of AMBER Alerts across the country through digital signage.

D.A.T.’s Entourage Media Network will provide AmberAlert.com with unparalleled compatibility among digital out-of-home networks to create a seamless and synergistic alert process across multiple media platforms. Entourage Media Network partners increase audience engagement by utilizing D.E.E.P. to display AMBER Alerts in places like sports arenas (Jumbotron), airports, shopping malls, gas stations, billboards, highway traffic signs and more.

“The Department of Justice tells us that the first three hours a child is missing are the most critical for their safe return,” said Harlan Lyons, CEO of AmberAlert.com. “This program and partnership with D.A.T. is a proactive approach to ensure the largest audience possible is receiving AMBER Alerts and acting as additional eyes and ears for law enforcement.”

Rapid communication child abduction protocols will be enhanced through a harmonized digital distribution system. The application will leverage D.A.T.’s unified network to enhance its footprint to garner the highest amount of visibility when it is needed the most—when a child is missing. D.A.T. will leverage its strategic partnerships to implement the AMBER Alert System, initiating D.E.E.P.-enabled network screens nationwide.

D.A.T.'s Entourage Advertising platform delivers robust efficiency to brands and agencies by hyper-targeting relevant audiences based on up to 180 points of criteria, and has the ability to transform digital assets with cross-platform portability.

"We have the opportunity to put our technology and network to work to help law enforcement in their search for missing children," said Steve Roberts, CEO of Digital Advertising Technologies. "We'd like to leverage our proprietary technology to find missing children. We, along with participating networks, are simply doing our part to help prevent a tragedy by immediately issuing AMBER alerts."

Currently, when an AMBER Alert is issued for a missing child, information is disseminated via fax, email, wireless devices and the news media. Yet, millions of people still miss important AMBER Alert information issued in their area. For this reason, AmberAlert.com previously launched the Eyes & Ears Project™, a nationwide initiative to increase the network of people receiving AMBER Alert information instantaneously on their mobile phones or other hand-held devices. D.E.E.P. serves as the digital extension of that program.

D.E.E.P. rapidly distributes information when time is critical and allows network partners to take part in an important cause. This helps promote the initiative by displaying a series of public service announcements and AMBER Alerts to help increase the number of individuals registered to receive Alerts directly.

D.A.T. is located at booth #1842 at the 2010 Digital Signage Expo. For more information about the Digital Eyes & Ears Project or to register yourself to receive AMBER Alerts on your mobile or via email, visit www.eyesandears.com or www.IDigDEEP.com.

About Digital Advertising Technologies (D.A.T.)

Digital Advertising Technologies creates enterprise advertising 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, California. To become part of the Digital Eyes & Ears Project visit www.IDigDEEP.com or contact Nikos Acuna at Nikos@DigitalAdTech.com.

About AmberAlert.com

AmberAlert.com exists to help keep children and families safe through safeguarding, response and prevention. A privately held company, AmberAlert.com is dedicated to providing law enforcement and parents the proactive tools they need to safeguard the world children live and play in. AmberAlert.com's Eyes & Ears Project is dedicated to educating the public about the importance and impact of receiving AMBER Alerts directly. To become part of the Eyes & Ears network, whether as a company, group or individual, sign up to receive alerts via mobile phone text and/or email visit www.eyesandears.com or www.IDigDEEP.com. For groups of 20+ contact Else Guerrero at elsa.guerrero@amberalert.com