

D.A.T TO LAUNCH NEXT GENERATION SUITE OF DIGITAL OUT-OF-HOME SOLUTIONS AT THE DIGITAL SIGNAGE EXPO

The Entourage trio of platforms to be unveiled at the DSE provides dynamic content management tools, maximized efficiency, and an increase in ad revenues to networks while enabling advertisers to connect to their target market.

(February 17, 2010, San Francisco, CA)—[Digital Advertising Technologies](#) has announced the beta-launch of Entourage at the Digital Signage Expo, an integrated suite of cross-platform solutions. Entourage delivers exceptional capabilities in unifying digital out-of-home networks for intelligent distribution, transforming, harmonizing, and delivering digital content in dynamic ways, monetizing advertising inventory, and connecting brand messages to relevant audiences.

“The main challenge for networks is being included in national media buys and for advertisers it’s targeting unique audiences through digital signage networks because the industry is so fragmented,” says Steven Van Blarcom of Van Blarcom Consulting—whose specialty is introducing groundbreaking innovations to agencies and digital signage networks. “A solution that has the flexibility and robustness to distribute content to select screens based on audience profiles while increasing network relevance and revenues would be game-changing.” This is what D.A.T has created through Entourage.

Entourage consists of three robust platforms. [The Entourage Media Network](#) aggregates digital out-of-home networks, creating the largest interconnected global platform that enables advertisers to reach their audiences through [Entourage Advertising](#)—a comprehensive media planning and buying portal through which advertisers can create campaigns and execute media buys targeted to specific screens in the Entourage Media Network based on audience profiles and geographic preferences. Entourage has unified more than twenty digital signage networks, which will garner a powerful collective footprint of over half a million screens nationwide.

[Entourage Digital Destination Software](#) is D.A.T’s newest platform—an intuitive and intelligent content management solution for digital asset allocation, display monitoring, playlist optimization, and reporting, bringing unparalleled efficiency and versatility to digital destination networks. Digital Destination Software has over 180 filtering parameters that provide finite control over screen availability/selection and ad targeting. Some unique features include a comprehensive interactive map that gives networks a bird’s eye view of selected screens in their network and options for individually selecting and deselecting

locations, and a new content bin feature that connects with the other Entourage platforms to automatically populate playlists, content, and advertising based on programmed bin rules.

“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 content management 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.”

Entourage aligns networks with advertising dollars in order to gain significant advantages to compete in the battle for media budgets. Being a part of the Entourage Media Network allows networks to have a perpetual advertising revenue platform because of the way it creates intelligent pathways of distribution. “Entourage allows us ultimate flexibility in managing content. It also connects our convenience stores and screens directly to the brands and agencies that want to be there,” says Kent Biswanger, CEO of Digital Consumer Solutions, Inc. “Entourage aligns us with advertising dollars so we can be nimble and compete in the battle for media budgets.”

D.A.T will be located at booth #1842, where they will be providing platform demonstrations and signing up networks to benefit from groundbreaking content management tools and an increase in advertising revenues, enhancing each network’s reach, relevance, and efficiency.

About 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, CA.

CONTACT:

Nikos Acuna
O: 888.GO.DIGITAL ext. 2
Fax: 415.835.5050
nikos@digitaladtech.com