

PRESS RELEASE

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For Immediate Release

Message Tower – The Impressive Portable Digital Sign launches at Retail Solutions 2007

LONDON – 14th May 2007 - ezeVue are proud to announce that it will be unveiling MessageTower to retailers and many other businesses at the Retail Solutions 2007 exhibition at the NEC in Birmingham on 5th, 6th and 7th of June 2007. **Message Tower will be located at Stand B5**

The sleek and stylish Message Tower is an impressive and very noticeable digital sign, measuring just under 2 Meters in height and will draw attention in any retail or reception area. The entry-level solution is shipped with a vast array of screen templates that allow users to quickly and easily edit and display their own electronic posters. Message Tower has been designed to cater for all business needs, by using an assortment of attachments which provide leaflet-dispensing facilities and product shelving, in order to effectively promote and increases product sales.

It can also be upgraded to allow multiple deployments of the Message Tower in many areas giving retailers the ability to easily broadcast consistent and effective advertising. With safety in mind, the product was designed to ensure it would not only comply, but exceed the required British safety standard for stability.

Managing Director Paul Nolan said "Our initial research into the market showed that, there were only a handful of products available to customers that could provide a large screen digital sign. Upon further investigation, customers told us although they liked the technology, they were very concerned about the safety of digital signs, particularly their stability. We have seen instances of customers moving their products away from the public, defeating the point of using this technology. One user we know of, moved their sign after the first day of use because a small child bumped into it and only the quick thinking of a passer by prevented it from causing serious harm. Message Tower has a unique design that means not only is it mobile, when the unit is put in its required position, it will stay there, giving customers confidence that a Message Tower will deliver results as well as being safe to use.

Digital signage is proven to have a multitude of applications as well as benefits. Message Tower simplifies the technology and encompasses the principals, to ensure that all users can simply operate this "out of a box" solution.

Paul Nolan also commented "When we first decided to enter this market, we undertook a study to see why Digital Signage was not being implemented by small, medium and large business users alike. After talking to some of the leading businesses, well known brands and smaller retailers in the UK, we found out that they were simply not ready for the confusion, fears and price of digital signage. Our challenge was straightforward. Make a product that delivers results, requires no installation, easy to use, upgradeable and above all sensibly priced. A tall order for some, but we are confident we have achieved that goal. We are offering a product that not only meets their business requirements but also, more importantly, is sensibly priced. This will give us the edge over our competition"

For clients requiring a managed media service, ezeVue's partners also offer a streamed service, which allows users to control media in a flexible manner. The various options will be on show and apply to single or multiple Message Tower systems.

Benefits of Message Tower

- Highly visible & instantly noticeable..
- Saves on labour and printing consumables.
- Portable and durable.
- Multi-media electronic notice board (text/graphics). – Create stunning displays.
- Message Tower is supplied with, but not limited to pre-set templates, which are easily updated.
- Using industry standard software, screens can be updated after a few minutes of instruction, by all levels of staff.
- Displays can be read from 1 to 25 meters (depending on size).
- Replace old posters and pegboards.
- Message Tower can be supplied with organisation logo or brand names on exterior panels.
- Can be upgraded to work in a network of signs.
- 1 Year warranty, upgradeable to 3 years