



Contact Information:

Chris Thorpe
Choice Media Group
700 River Avenue Suite, 217
Pittsburgh, PA 15212
Office: 412.235.4090
Email: Chris@cmg-ds.com

Press Release

Digital Signage, “J.F.K. New JetBlue Terminals include Digital Signage as their Key Media Upgrade”

PITTSBURGH, Feb. 14 / -- Choice Media Group (CMG), a premier Digital Signage integrator; recently announced it will implement Scala InfoChannel® **digital signage software**, as a major component of its communication information system at the J.F.K. Airport. J.F.K.’s JetBlue airlines have remodeled its terminal to include digital signage as their key media upgrade. Each gate has its own fully-digital flat-screen display to provide information and destination weather. These improvements necessitate a flexible and reliable digital signage system to inform its customers, staff and those passing through of current weather, destination changes, emergency procedures and much more.

The launching of digital signage at terminal gates offers a unique opportunity for JetBlue to advertise, engage its customers, as well as communicate more efficiently.

Digital signage is a high growth industry across the country, allowing companies to “deliver the right message, at the right time, to the right audience”

CMG provides a simple, turnkey solution that enables businesses of any size to implement digital signage quickly and affordably.

Digital Signage is an innovative communication solution that uses computer-driven flat screens to display rich media and other content to target audiences in a dynamic, entertaining and rich format. The advantages of digital signage include the ability to update content instantly on multiple screens.

Through its unique partnership with Scala Inc., Choice Media Group is offering local and national businesses the opportunity to capitalize on this exciting new technology, whether they operate in the retail, hospitality, corporate, healthcare, education, or government sectors.

For more information on CMG's digital signage network package, contact Chris Thorpe at (412) 235-4090, info@cmg-ds.com or www.cmg-ds.com.

SOURCE: Choice Media Group