



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, “St. Clair Hospital Prescribes Digital Signage Menu Boards to Display its Current Events”

PITTSBURGH, Feb. 14, 2008 Choice Media Group (CMG), a premier Digital Signage integrator; recently announced that it is taking up residency at St. Clair Hospital to implement Scala InfoChannel® **digital signage menu boards** on campus, as a key component of its communication information system. These improvements necessitate a flexible and reliable digital signage system to inform **St. Clair Hospital** staff and patients of such information as new partnerships, emergency procedures, current news and much more.

The launching of digital signage menu boards at **St. Clair Hospital**, offers a unique opportunity for the hospital to advertise, engage its staff, patients and partners, as well as communicate more efficiently with those who may not know of its improved quality and safety.

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