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Press Release

Digital Signage, “Pitt Student Union Brings the News Right Where the Students Are”

PITTSBURGH, Feb. 14, 2008 Choice Media Group (CMG), a premier Digital Signage integrator; recently announced that it has partnered with the **University of Pittsburgh, Student Union** to implement Scala InfoChannel® **digital signage software** on campus, as a key component of its communication information system. These improvements necessitate a flexible and reliable digital signage system to inform **University of Pittsburgh** students, faculty and visitors of such information as upcoming events, school activities, emergencies and much more.

The launching of digital signage in the Student Union, offers a unique opportunity for University of Pittsburgh to advertise current information, engage its staff, students and visitors, as well as communicate more efficiently with those who may not know of its other multimedia components.

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