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## Press Release

### Digital Signage, “Georgia Tech Goes Campus-wide Improving its Information Technology”

PITTSBURGH, Feb. 14, 2008 Choice Media Group (CMG), a premier Digital Signage integrator; recently announced that it has gone campus-wide at **Georgia Institute of Technology** to implement Scala InfoChannel® **digital signage software**, as a key component of its communication information system. These improvements necessitate a flexible and reliable digital signage system that allows **Georgia Tech** to continue its distinguished commitment to ensure consistency in messaging and improve the human condition through advanced technology.

The launching of digital signage on the **Georgia Tech** campus, offers a unique opportunity for the University to display information about campus events, provide emergency notifications, engage its students and faculty, as well as communicate more efficiently with those who may not know of its nationally recognized, top-ranked programs.

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](mailto:info@cmg-ds.com) or [www.cmg-ds.com](http://www.cmg-ds.com).

SOURCE: Choice Media Group