

TrendMedia chooses Stinova's Digital Signage Software for Large Format Outdoor LED-Screen Network in West Austria

Landsberg, November 29, 2010 – Stinova's professional Digital Signage Software solution successfully controls TrendMedia's OOH large format Outdoor LED-Screen network throughout western Austria. TrendMedia is an Austrian and Liechtenstein based Media Service Provider who markets outdoor advertising on their network of large format Outdoor LED displays. The benefits of large format Outdoor LED displays in high-traffic areas are that they provide a content rich multi-media outdoor advertising experience with greater flexibility and shorter less expensive production times. Using bright, animated images TrendMedia offers its customers targeted brand marketing and even provides free community content to qualified interest groups.

The OOH Digital Signage Network is managed via Stinova's browser based Digital Media Server CMS software. Campaigns can be created using meta data based keyword scheduling for targeted play-out of content at the proper time in the right location. The large format screens are controlled by Stinova's Digital Media Player (DMP) Software, installed on a robust industrial grade embedded PC player hardware that is connected via a UMTS router to the Internet. The permanent internet connectivity means new advertisements can be added within a few minutes. A specific window-mode setting on the DMP software configuration enables the play-out at dedicated screen areas and fulfills the requirements of controlling large format LED displays.

"We are pleased to have Stinova as our Digital Signage solutions partner, this leaves us free to concentrate on our core competency as a Media Solution Provider for the sale of outdoor advertisements", says the management of TrendMedia. „Besides the flexibility and scalability of Stinova's software solution, an important criteria was finding a partner who could offer quick and cost efficient product customization so that the system matches all traffic conformity regulations“.

The LED displays are available in 4:3 or 16:9 geometry covering a surface from 4.92 sq meters (52.96 sq feet) up to 60 sq meters (645.6 sq feet) and are built from modularized weatherproof enclosures (IP65 norm). This allows the outdoor usage at ambient temperatures from -25°C up to +40°C. The 16 Bit colour technology supports up to 5 billion colours and provides superior colour fidelity and smoother transitions. The brightness of up to 6000 nits or cd/sq meter is perfectly suited for direct sunlight. The integrated ambient light sensor allows smooth brightness control to comply with the regulations for day and night brightness.

Franz Hintermayr, CEO of Stinova added: "We see large format LED screen outdoor advertising as a fast growing market segment with an extremely high customer reach. With TrendMedia we have found a partner that has long term experience as a network operator in the outdoor advertising sector and has successfully implemented their network throughout western Austria." He continues: „A further expansion of their OOH-Network is planned for 2011 across Austria“.

About Stinova

Stinova Ltd. is a leading German software manufacturer of Digital Signage software solutions. Stinova offers the most intuitive CMS software technologies that power the worlds Digital Signage networks. These core technologies address all aspects of Digital Signage delivery from stand alone systems to dynamic Digital Signage Networks. Find more information about Stinova products at <http://www.stinova.com>.

More information about TrendMedia at: <http://www.trendmedia.li>

