

[TACTiLE] TECHNOLOGiES

TACTILE TECHNOLOGIES TEAMS UP WITH VODACOM BUSINESS SOLUTIONS

JUNE 2007

Tactile Technologies, the MediaTile company's African partner, today announced it has secured an agreement with Vodacom Business Solutions, a division of Vodacom South Africa, to accelerate the market adoption of networked digital signage deployments and direct broadcast networks.

The agreement enables both companies to team up and offer cellular-based digital signage solutions to retail chains, product vendors, advertisers and the emerging market of narrowcasters.

Vodacom's latest mobile broadband services are available in combination with MediaTile's Digital-Sign-In-A-Box systems and broadcast portal. The result is a plug-and-play digital signage platform that can be deployed in half the time, and at half the cost of traditional digital signage network systems. "MediaTile's cellular digital signage solution is a perfect example of how companies can use Vodacom's broadband data solutions to improve their business performance and agility," said *Dot Field*, Chief Communications Officer of Vodacom Group. "With Vodacom's reliable and cost-effective broadband network, combined with the MediaTile solution, customers deliver video promotions to hundreds of stores and directly provide relevant information to millions of consumers. This is a breakthrough for creating in-store advertising and promotional networks - it's an instant end-cap TV network."

"Leveraging our relationship with Vodacom Business Solutions, we can eliminate

the IT burden that many retailers and brands face when attempting to deploy a digital signage network," said *Mauro Mercuri*, who heads up Tactile Technologies. "Broadband data services give our customers access to high-speed data infrastructure and is backed by legions of network experts. By integrating the mobile broadband service into the MediaTile solution, retailers, brands and narrowcasters can implement a promotional video network in about half the time and at nearly half the cost of satellite, WiFi and DSL solutions."

MediaTile's Digital-Sign-In-A-Box solution enables any business to deploy an advertising, educational or promotional broadcast network without any technical expertise, computer configuration or network setup. Just plug the device into a standard power outlet and it's instantly connected via Vodacom's mobile broadband data service, and controlled over the Internet through a secure Web-based portal.

The MediaTile solution provides a new breakthrough in service automation when provisioning a digital signage network, and delivers a turnkey narrowcast network platform for businesses. MediaTile displays are available in 19, 32, 42 and 47-inch HD configurations. Customisation and development is also available.

Promotional breakthrough for brands, agencies

The MediaTile solution, powered by Vodacom's mobile broadband services, delivers a revolutionary breakthrough for brand advertisers and their supporting agencies.

Now, for the first time ever, advertisers can deploy their own digital signage networks without relying on the in-store infrastructure and IT departments of retailers. Brand and merchandising managers can schedule ongoing digital promotions concurrent with seasonal events, special promotional campaigns, across-store discounts, or holiday specials.

Brands can be in complete control of delivering their own messages and promotions to every store, on every shelf where their products are displayed.

Promotional breakthrough for retailers

The MediaTile solution, powered by Vodacom's mobile broadband services, delivers a breakthrough for retailers. Retailers can use the MediaTile broadcast portal and displays to instantly refit their stores with their own digital signage network and capture merchandising revenue from product vendors.

The solution ranges from large LCD displays for back walls and medium-sized displays for end-caps and premier shelf locations.

With these flexible placement options, retailers can significantly enhance the value and inventory turns for merchandised and catalogue items.

Advantages for narrowcasters

The MediaTile solution, powered by Vodacom's mobile broadband service, delivers a breakthrough for narrowcasters that can now easily build, own and operate their own over-the-air commercial network.

Whether they're developing a community-based advertising network, an in-house promotional network or an informational network, the MediaTile solution enables narrowcasters to reach millions of consumers while gaining higher profit margins, faster ROI and unbeatable time-to-market.

For more info, email us on info@tactiletech.co.za