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Title: CELLULAR DIGITAL SIGNAGE LAUNCHED

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By a Correspondent

A modern marketing medium, which uses cellular transmission, has been launched in Kenya.

The new technology, dubbed – the Cellular Digital Signage, the first of its kind in the region, is set to provide digital signage network solution to institutions.

Cellular Digital Signage is a form of out-of-home advertising where content and messages displayed on an electronic screen, or digital sign, can be altered without modifying the physical sign.

The new advertising solution has been unveiled by Infinity Media Kenya, in conjunction with Tactile Technologies of South Africa and MediaTile of USA.

Speaking during the launch, Infinity Media Kenya chief operating officer, Ms. Rose Maghas said that the Cellular Digital Signage is a breakthrough for businesses facing difficulties in deploying a digital signage network. The technology can also be used as an information channel by institutions.

“Cellular Digital Signage presents enormous benefits to advertisers and institutions at large. Apart from using the new technology to advertise their products and services, organisations can also utilize this channel for entertainment, staff training, power-point presentations as well as communicate their corporate social responsibility programs. This new technology is easy to install, connect and update as it requires no technical expertise, computer configuration or network setup to deploy,” said Maghas.

Cellular Digital Signage will eliminate the information technology burden of owning, installing and operating digital signs using Ethernet, Satellite, Wi-Fi networking technologies or traditional hardware like VHS, VCD, and DVD players.

“The difference between Cellular Digital Signage solution and what is currently in the market is that businesses in Kenya can now penetrate the market twice as fast. The new technology enables corporates to deploy an advertising, promotional or educational network without any on-site IT infrastructure, management or support,” added Maghas.

The new technology has also introduced a new form of advertising known as – Narrowcasting. “Cellular Digital Signage is set to provide endless possibilities for advertisers. Companies will now be in a position to deliver specific information to specific audience at specific locations through Narrowcasting,” noted Maghas.

MediaTile CEO, Keith Kelsen said introduction of Cellular Digital Signage in Kenya would provide corporates with an efficient and effective channel of reaching their defined audience.

“We are proud of partnering with Infinity Media to bring this breakthrough technology to East Africa. The Cellular Digital Signage will now enable the target consumer in the market place to think, participate and experience relevant activities,” said Kelsen.

Tactile Technologies CEO, Mercuri also noted that Cellular Digital Signage is becoming the benchmark in the industry worldwide due to its unique way of content management and delivery.

“Advertisers and consumers should expect user-friendly and world-class service delivery through the new technology,” said Mercuri.

Information and Communication permanent secretary, Dr. Bitange Ndemo lauded Infinity Media for introducing the new development in Kenya and termed it as timely.

“This new technology could not have come at a better time. As we enter the digital age, the Cellular Digital Signage will certainly encourage our efforts of attaining an efficient IT system as well as boost the Government’s Vision 2030,” said Ndemo.

Infinity Media Kenya will use a secure web-based broadcast portal to control the Cellular Digital Signage screens. Special screens, with built-in cellular broadband network access known as MediaTile players, will range from 10 to 47 inches. Multi-media messages will be transmitted through the existing Global System for Mobile communications (GSM) and Code Division Multiple Access (CDMA) technologies.

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