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Dynamic Advertising Models

The future of Dynamic Contextual Advertising

The MediaTile Company today announced that it has released a significantly enhanced version of its digital signage software system, the MediaTile Broadcast Portal, to support digital ads that can automatically update their text and images from remote sources.

Combined with its all-in-one Digital-Sign-in-a-Box systems and 3G cellular-based broadband networking, MediaTile customers can now easily create and deploy next-generation contextual advertisements that change based on business, environmental or other market conditions. This marks the first time that a sophisticated dynamic advertising system can be deployed by simply plugging a wide-screen LCD display into a power outlet and controlling the entire network from a web-browser.

“The support of dynamic Flash capabilities with our award winning all-in-one digital signage platform is a huge leap forward in the world of digital advertisers and narrowcasters,” said Keith Kelsen, CEO and Chairman of The MediaTile Company. “This is real 21st century advertising, with data-driven promotions that can change on-the-fly based on the weather, news, prices, time, supply, demand, whatever the trigger and data source.”

[Examples of contextual advertising systems include digital menu boards that](#)

can automatically adjust menu items and prices, retail signage networks that adjust promotions based on changes in local weather conditions, interactive kiosk-catalogs that are database-driven from centralized e-commerce sites, and any ad that is activated by a predetermined condition to broadcast the right content at the right time.

“MediaTile’s 3G cellular digital signage simplicity combined with sophisticated dynamic Flash now brings contextual advertising to far more businesses and advertisers,” continued Kelsen. “This powerful tool will help advertisers and network operators create ads that are much more relevant to consumers, delivering a higher ‘Return on Message’ and more influence at the point of decision.”

For more info, mail us on support@mediatile.co.za.