

EXTRA! - THE 21ST CENTURY BILLBOARD

**Digital signage breakthrough delivers new way of
transmitting headlines and generating additional
advertising revenues for newspaper groups**

Press release

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With photo

A pioneering breakthrough in Wireless Digital Signage that delivers headlines and creates important new advertising revenue opportunities for newspaper publishing groups has been developed by the UK's leading machine-to-machine technology company.

The 'Extra...' digital signage system from Comtech M2M is the latest product to be developed as a result of the firm's intensive, £5 million, five year, research and development programme which has already seen it introduce systems to major organisations including Camelot/National Lottery, BT Redcare, Nintendo, Kraft and Bombardier Transportation.

Heralded as the 21st Century answer to the traditional newspaper billboard, Extra... is the only digital signage system to combine LED and LCD displays with wireless mobile technology, meaning both dynamic advertising and 'ticker' headlines can be sent instantly to one or many units located in any number of stores nationwide.

Units can be updated at any time from advertising sales and news rooms using the system's 'Extralive' management service, without relying on the retailers' own IT network infrastructure.

The 15", 19", 32" or 42" displays can be hung in-store or integrated into news stands to maximise on queue dwell times and reach new captive audiences.

The screen media market has experienced huge growth over recent years, with advertising income generated in the UK set to reach £170m by 2010 and £860m across Europe.

One of the leading regional newspaper publishers Newsquest has just completed a successful four month trial of the system within its Lancashire Telegraph distribution area. Based on the success of the trial a contract has now been signed giving Newsquest the opportunity to increase its network of 'Extra...' units across the group.

Ben Leach, Sales Manager for Lancashire Telegraph, commented:

"The units provide a fantastic opportunity for a new advertising revenue platform as well as an up to date method of visually marketing our brand to consumers at the point of purchase."

Sean Keenan, Managing Director of Comtech M2M, said today:

" We have used our expertise in machine-to-machine technology to develop systems of interest to a wide range of industries that need to transmit data in real time. The 'Extra...' system was designed specifically to take the advantages of wireless digital signage to the newspaper and magazine publishing industry and open up important new revenue streams in an industry facing ever changing commercial challenges."

Mr. Keenan added:

" We believe that machine-to-machine technology will be one of the growth markets of the 21st century and we are determined that Comtech M2M will be at its forefront."

Steve Whitehead, Marketing Director at Comtech M2M, added:

" At a time when newspaper groups are experiencing a shift in advertising spend from print to online, our system offers a valuable new revenue stream. It complements both print and online, allowing newspaper groups to reach new captive audiences at news stands, in newsagents and at convenience stores at the simple click of a button."

"The fact that we have been able to develop wireless and even battery powered systems also means that our solutions are not geographically limited or dependant on in-store IT networks. By locating screens in busy retail sites, advertisements, news and promotional messages can be put directly in front of large numbers of consumers. The Extra... digital signage system increases advertising revenue and circulation and thereby offers tremendous opportunities for growth."

ENDS

For further information contact Tara Wright or Louise Vaughan at Acceleris Marketing Communications on 0834 456 7251 or email louisev@acceleris-mc.com / taraw@acceleris-mc.com

Notes To Editors:

- Comtech M2M is a global leader in machine to machine technology
- With 40 employees and an annual turnover of £2.8m in just 15 years the Bolton-based company has grown to become one of the world's leading experts in machine to machine technology and has introduced systems to major brands including Camelot/National Lottery, BT Redcare, Nintendo and Kraft.
- For further information go to **comtechm2m.com**