

# COMTECH HELPS GIVE NINTENDO 'GREEN' LIGHT FOR Wii

## Two Year Licensing Agreement Secures Greener Solution to In-Store Promotion for Leading Games Company

### Press Release

**Date: 11<sup>th</sup> July 2008**

Comtech M2M, the leading machine-to-machine technology company has secured a new two year licensing agreement with retail consultants Henley & Henley to continue to use its groundbreaking wireless retail communication system to deliver a more environmentally friendly point of purchase (POP) solution for Nintendo.

Applying the same creativity and imagination as it applies to all its interactive entertainment, Nintendo is utilising over 500 of Comtech M2M's innovative wireless digital in-store display units as part of its multimedia marketing launch for the new Nintendo Wii Fit – the new, fitness related accessory to its groundbreaking Wii system.

Updated remotely using GPRS (mobile phone technology), the digital units have been rolled out in ASDA, Game, Gamestation, HMV, WHSmith, Woolworths, Zavvi and Independent retail outlets across the UK and Ireland. Replacing the original, poster based units used to promote the Wii console, the systems comprise an LCD screen displaying sequences of high-resolution images to give consumers a "visual taster" of the game as well as an LED countdown timer and ticker incorporating scrolling product messages.

Controlled centrally from Nintendo's head office, the units are updated wirelessly with new promotional campaigns within a matter of minutes using Comtech M2M's *extralive* software system. This delivers both cost and environmental benefits by removing the need to produce and install traditional paper based point of sale material.

Wii Fit launched in April is the 31<sup>st</sup> Nintendo campaign that has used Comtech M2M's unique wireless digital signage technology in the last 20 months, following use of the system to support the original launch of the Wii console in 2006.

Sean Keenan, Managing Director of Comtech M2M said: "With over 50% of the £1.1 billion spent on the UK's point of sale being wasted, retailers are facing increased demands from consumers to deliver environmentally friendly in-store promotions. The system we offer has been such a success with Henley & Henley on the Nintendo campaigns because it not only offers state of the art digital signage communications but the system also carries some 'green benefits' saving on the production, delivery and waste of traditional paper based material for each new campaign.

"With over 30 campaigns for Nintendo now under our belt we are delighted that the new agreement will give us scope to now build on the success of the campaigns delivered to date."

Stephen Henley, Managing Director at Bristol based Henley & Henley said: "The technology enables Nintendo to be at the cutting edge of In-Store display. The response has been sensational from both retailers and consumers alike. The units are updated in a matter of minutes with the latest campaign or special promotion. And targeted to all stores or tactically to individual ones"

"We now know the use of wireless media offers advertisers a cost-effective way of delivering campaigns with minimal wastage, while still generating excellent stand out. Using the digital display units has been the ideal solution to the brand's values and message objectives. Without being intrusive, but still needing the impact on delivery, the displays work to capture consumers in the right mindset and importantly in an environment fitting to the message."

**ENDS**

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## **Notes to Editors:**

### **Comtech M2M**

- Comtech M2M is a global leader in machine to machine technology
- With 40 employees, 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, London's Evening Standard, Newsquest and Nintendo..
- For further information go to [www.comtechm2m.com](http://www.comtechm2m.com)

### **Henley & Henley**

- Henley & Henley are retail consultants based in Bristol
- An independent team managing retail solutions, marketing, advertising, POP, sponsorship and exhibitions
- Also preparing POP audits and Client satisfaction surveys
- For further information contact Stephen Henley on +44 (0) 1275 462866