

COMTECH M2M DELIVERS 'extra...' TO TRIO OF NEWSPAPER GROUPS

Regional Newspaper Groups To Roll Out Revolutionary Breakthrough In Digital Signage

Press release

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Technology company Comtech M2M has won a hat trick of new contracts to supply regional newspaper groups with high quality digital signs at newsagents and retail outlets across the country.

As part of the deals, Comtech M2M will supply the 'extra...' display systems to North Wales Newspapers, Cornwall & Devon Media and the Newsquest Media Group owned Bolton News and Bury Times.

The 'extra...' display systems will replace some of the traditional newspaper billboards at point of sale and provide customers with up to the minute headlines and eye catching advertising and promotions.

The first 'extra...' units have been installed at sites across the country with further units to be installed at distribution areas across the three newspaper groups. The move will provide up to date news and headlines from the newspapers' editorial teams and will represent a significant new advertising opportunity for local businesses.

Catherine Bicknell - Brand Development Director for Cornwall & Devon Media Ltd said:

"We are introducing the 'extra...' system to bring our newspaper billboards up to date and to drive newspaper sales. These systems provide high quality, eye catching messaging to our customers with the added benefit of providing local businesses with an attractive new outdoor advertising platform."

The 'extra...' digital signage system from Comtech M2M is the latest product to be developed by the Bolton based technology company who have previously worked with organisations such as Camelot/National Lottery, BT Redcare, Nintendo, Kraft, Bombardier Transportation and London's Evening Standard.

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 (GPRS) mobile phone technology, meaning both dynamic advertising and 'ticker' headlines can be sent instantly to one or many units on a local, regional or national basis as required.

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 for newspapers and local businesses. 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 the 'extra...' system has now been adopted by four of the leading newspaper groups in the country is testament to the widespread benefits of the technology and as these businesses experience an uplift in newspaper sales and advertising revenues, there is strong potential for further contracts within the media industry."

ENDS

For further information please contact Tara Wright or Louise Vaughan at Acceleris Marketing Communications on 0845 456 7251 or email louisev@acceleris-mc.com / taraw@acceleris-mc.com

Notes To Editors:

- Comtech M2M is a Bolton based global leader in machine to machine technology and has introduced systems to major brands including Camelot/National Lottery, BT Redcare, Nintendo and Kraft.
- Cornwall & Devon Media is comprised of the Cornish Guardian, The Cornishman, the North Devon Journal, the West Briton and The Culm Valley, Tiverton & Crediton Gazettes. The group is also part of the wider Northcliffe Media Group of over 100 regional newspaper titles across the UK.
- North Wales Newspapers is made up of ten regional newspapers that includes the Evening Leader and Wrexham Leader
- The Bolton News and Bury Times are part of the Newsquest Media Group of over 300 regional newspaper titles across the UK.