

Sophisticated Media Targeting Highlights New EnQii Engage Software Release

Database-driven media targeting and scheduling engine, usability enhancements, built-in local messaging among deep, wide range of features

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EnQii has released a set of sophisticated features and user enhancements to its EnGage digital signage software platform that further solidify the company's position as the industry's premium technology solution.

At the core of EnGage is a superior media targeting and scheduling engine that enables users to create, manage and measure highly-targeted digital screen networks with minimal strain on time, resources or budgets. The Campaign Manager platform makes complicated tasks simple, and allows users to efficiently build almost any content experience for their audiences.

The Web-based platform also introduces a series of content management enhancements and new features, including an intuitive, drag-and-drop Graphical User Interface (GUI) utilizing Web 2.0 technologies, auto-thumbnailing and asset-tagging for media uploads, built-in "SmartContent" widgets, full text search and filtering for content, and deeper capabilities for dynamic data, including event-based content triggers.

Local messaging capabilities are greatly expanded using OnSite Messenger, which enables secure, targeted messages by individual site managers on deployed networks, and automates information displays such as menu boards and meeting room systems.

"We really think of EnGage as leapfrog technology," said EnQii CEO Ajay Chowdhury. "It builds on a decade of development and experience, but also has the logic in its design to deal with a converging media landscape. EnGage is not just about digital signage. It's an integrated marketing platform that considers the Web and mobile, and media that's still just emerging."

"We already had what's been called the top solution in the marketplace, and EnGage makes it that much better," said Stuart Armstrong, President of EnQii North America. "EnGage gives our clients an incredible amount of flexibility in the way they can plan their media messaging, and as their businesses really take off, they've got a platform that can handle growth at any pace or scale, and also deal with the customization they might need."

The EnGage platform builds upon EnQii's highly-respected Remote Transfer platform, the digital signage industry's first purpose-built, Web-based Software as a Service platform. Known for its rock-solid reliability and deep network and device management capabilities, the EnGage platform builds off of Remote Transfer's legacy but takes full advantage of steadily evolving Web technologies to increase workflow efficiencies and monitoring capabilities. EnGage can simplify what can be, on most platforms, a complicated process of running a large, ambitious digital screen network.

Two new whitepapers looking at the use of EnGage in retail merchandising and for advertising networks are available at <http://www.enqii.com/whitepaper/>

About EnQii

EnQii is a global leader in the digital signage and out-of-home media market with offices in New York, Toronto, London, Hong Kong, Shanghai and Melbourne. As one of the world's truly global digital out-of-home solutions companies, EnQii currently services thousands of locations across more than 14 countries. EnQii couples a deep understanding of customer behavior with powerful media technologies to provide clients with fully managed solutions, and let them focus on their core business operations. EnQii has been identified as the number one global digital signage provider for two years running by expert industry watcher DailyDOOH.

For more information regarding EnQii and its solutions please find as at www.enqii.com or contact one of the following:

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