



Release: Immediate
Contact: Jane Harris
(203) 227-7060 ext. 232
jane@dxmanners.com

Liberty Travel Launches Digital Screen Media Network

Synchronized Screens Enhance In-Store Experience and Reach Consumers at the Moment of Decision

New York City -- Liberty Travel is providing a better in-store experience – and helping travel industry partners reach Liberty's customers – with a digital-media network at many of its more than 190 retail locations.

"While many businesses try to avoid the cost of having physical retail locations, Liberty Travel is embracing the opportunity to connect with its customers while they are in their locations and poised to make decisions," says Stuart Armstrong, North America President of EnQii / Digital View Media, which designed and installed the network for Liberty Travel, and also creates and manages its content.

Digital View Media's solution features a brilliant, wall-mounted, four-screen synchronized video display that provides a striking, in-store panorama measuring two-by-eight feet. In addition, a portrait-style video screen, measuring two-by-four feet, is mounted by the store entrance and is visible from the street.

The new, digital-media network will replace Liberty's traditional in-store light boxes, which could display only one advertisement at a time. It is now possible for multiple advertisers to feature animated messages simultaneously – and all in full-motion video.

"Liberty's digital-media network not only helps sell more products and services, but also generates new revenues from advertisers," says Armstrong, who points out that Liberty's digital-media network provides powerful new options for advertisers with smaller budgets. "For a modest investment, smaller advertisers, such as individual resorts, can leverage the visual appeal of their properties by displaying them beautifully at Liberty Travel locations," he notes.

more...

Liberty's corporate headquarters maintains control over all the screens in the network, and can create timely, custom messages at any time. The advantage, says Armstrong, is that Liberty's media can be targeted based on location, with content changed quickly to align with the weather or feature local promotions, for example.

"If it's snowing in New York, the Caribbean could be featured," says Armstrong. "If one of the stores is having an event, a custom message can be featured solely in that location."

Cathy Pelaez, Chief Operating Officer for Liberty Travel, believes in the power of the digital-media network. "I feel strongly that our investment in this new network will reap benefits two-fold – by positioning us as a creative distribution partner for our suppliers and keeping us ahead of our competition."

Agent satisfaction with the system is reported to be very high. "The network enhances Liberty's overall image as a progressive, state-of-the-art service provider," says Armstrong.

About Liberty Travel

Founded in 1951 as the innovator of the vacation package concept, Liberty Travel is one of the largest travel companies in the United States, and is the largest privately held leisure-travel company with more than 190 retail locations. With over 55 years of worldwide experience, free expert planning and their best price guarantee, Liberty Travel will make all your vacation dreams come true. Liberty Travel retail locations can be found throughout New York, New Jersey, Connecticut, Massachusetts, Maryland, Washington D.C., Virginia, Rhode Island, Illinois New Hampshire, Pennsylvania, Delaware, and Florida. To book a Liberty Travel vacation package, contact Liberty Travel at 1-888-271-1584 or visit <http://www.libertytravel.com/>.

About Digital View Media

Digital View Media (DVM) has operated since 1995 and the company currently operates from offices in Toronto, London, New York, and Hong Kong. DVM is one of the world's leading digital display specialists, and a leading supplier of out-of-home and promotional digital media. DVM has supplied and supports 4,000+ media players in more than 60 active media networks at retailers, transit stations, health facilities, and media businesses. DVM is the number-one provider of fully supported, hosted ASP networks in North America and the UK. The company has pioneered the use of non-PC, non-satellite network connections – and is known for reliable media players, scalable software, and Lowest Total Cost of Ownership to digital signage network operators. DVM services include consultancy on network and hardware design, provision and support of proprietary Linux-based software, network deployment management, in-field network management and maintenance, and content consultancy, management, and creation.

-- END --