



## **PRESS RELEASE**

Date: 30th October 2007

### **For Immediate Release**

#### **London, England, 17<sup>th</sup> October 2007 – EnQii / Digital View Media team up with CustomWeather to deliver leading edge flash-based weather services.**

EnQii, the world leader in the deployment of Digital Out-Of-Home media solutions, today announced that it has signed a service agreement with CustomWeather for the supply of weather feeds to support the launch of its flash-based integrated weather service to EnQii's global customers.

The weather feeds service will be integrated with EnQii's market leading applications such as EnQii's unique Client On-Screen Messaging service, which empowers end clients to be able to simply create and post dynamic and localised messaging.

Speaking about the deal, Brian Boakes, EnQii's Director of Strategy commented "we were very aware that many digital media solutions providers are using generic weather feeds that are less than reliable in terms of both delivery and the accuracy of the forecast that they deliver. We chose CustomWeather for two reasons; 1) because, with such clients and partners as Reuters, Vodafone Live, Discovery.com and Ask.com, CustomWeather has a proven track record in delivering reliable and accurate weather data feeds and 2) their pricing and receptiveness to working with us allows us to offer a high-quality and yet very competitive service to our clients, thus enabling EnQii to continue to deliver on its promise of the lowest cost of ownership for our client's networks.

CustomWeather also gives us access to data feeds that will enable RemoteTransfer, EnQii's web-based media management and distribution solution, to associate weather conditions to the "just in time" display of various messaging such as an apparel retailer promoting rainwear with stormy weather in the forecast or even delivering emergency alerts based on regional severe weather conditions.

And, with weather data available for over 26,000 US and 32,000 international cities, EnQii can be sure that CustomWeather will be able to provide active data feeds to support its rapidly expanding customer base of over 100 customers across 4 continents".

Geoff Flint, President and CEO for CustomWeather commented "CustomWeather is proud to be partnered with EnQii. Our focus on accurate, localized weather information for locations all around the world is a very nice match with EnQii's global presence and work with multinational clients. We are committed to ensuring that our content will add tremendous value to EnQii's solutions and its clients."



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**NOTES TO EDITORS:**

**EnQii Holdings PLC**

EnQii Holdings is a global leader in terms of thought leadership and the deployment of innovative technologies for out-of-home digital media markets.

Leveraging over a decade of proven track record and strong financial backing, with more than 100 clients in 14 countries EnQii delivers full-service communications & technology solutions for large-scale digital out-of-home media implementations. Drawing on this experience we know what works, and equally importantly, what doesn't.

EnQii provides networked digital out-of-home solutions for retailers, advertisers, media entrepreneurs and brand owners. Moving the market beyond simple digital signage, we deliver a rich and interactive experience for our clients, helping them reach, engage and influence their customers, employees, and the wider community with relevant and compelling content.

From headquarters in London, EnQii Holdings operates a worldwide network of offices including New York, Hong Kong, Toronto, Melbourne and Dubai.

For further information, please visit [www.enqii.com](http://www.enqii.com)

**CustomWeather, Inc.**

CustomWeather, Inc. is a San Francisco based provider of syndicated weather content that combines the worlds of technology and weather.

CustomWeather generates local weather forecasts for over 200 countries worldwide, establishing it as the industry leader for global location-based coverage at both the US and International levels.

CustomWeather provides sophisticated weather products to leading companies in a variety of industries including digital media, energy, travel, wireless, and the web. For more information visit [www.customweather.com](http://www.customweather.com) or check the weather at <http://www.myforecast.com>

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