

3M Digital Signage, Prime Digital Media and Telstra to Provide Unique Digital Signage Solution

3M Digital Signage, Australian digital content specialist Prime Digital Media (PDM) and telecommunications company Telstra Corp., announced the launch of a subscription-based, digital-retail media solution that marks one of the largest rollouts of digital signage ever deployed in Australia and New Zealand.

Electronics goods retailer Retravisión, recently concluded a successful four-store trial of Telstra's new digital retail media solution, which allows distribution of content, such as advertising and product information, as well as staff training and corporate communications to any number of select store locations simultaneously. The content is transmitted over Telstra's IP network from a central management location using 3M Digital Signage content management and monitoring software.

Retravisión has entered into a long-term agreement with PDM to expand the service to 105 stores and 5,000 screens by March, with a planned rollout for over 400 stores across Australia and New Zealand in 2007-2008.

PDM will create, produce and schedule transmission of the content over Telstra's IP network from a central management location using 3M Digital Signage content management and monitoring software.

"This end-to-end managed service will deliver strong business results for both retailers and advertisers by engaging consumers as they are making purchase decisions," said David Reynolds-Gooch, business manager, 3M Digital Signage.

Telstra's service provides easy entry for businesses eager to take advantage of the benefits digital signage has to offer.

Michael Harms, CEO, Prime Digital Media, said consumers are looking for relevant, targeted in-store messaging.

"One of the great strengths of digital signage is that it ensures marketers a very receptive audience at the final moment of retail truth," said Harms. "This makes in-store networks the perfect compliment to traditional mainstream media campaigns."

About 3M Digital Signage

3M Digital Signage is a full-service provider of active and interactive digital signage and interactive kiosk network solutions for retail, financial services, entertainment, education and other industries. The company's products and services have powered thousands of digital-sign locations worldwide. Applications range from single-screen installations to over 4,200 interactive kiosks and large-screen displays controlled and monitored through a single network. The company is headquartered on Bainbridge Island, near Seattle, Wash.

About Prime Digital Media

PDM is a digital content media specialist with proven expertise in digital signage creative content production, traffic management, media sales and research with a strong track record and network within the advertising, content and media industries. PDM's focus is on four major retail channels – consumer electronics, youth market, health/well-being and hardware. PDM has already secured a number of retail networks both in Australia and internationally.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

3M, Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti are trademarks of 3M.

3M Digital SignageKristi L. Kinney, 206-855-2023http://www.3m.com/profile/pressbox/media_contacts.jhtml

<https://news.3m.com/2007-02-08-3M-Digital-Signage,-Prime-Digital-Media-and-Telstra-to-Provide-Unique-Digital-Signage-Solution>