



## Press Release

9<sup>th</sup> January 2008

For immediate release

Number of words: 507

### **RGB add signagelive web based software to complete digital signage repertoire**

RGB Communications are delighted to announce that they have been appointed as the exclusive UK and Ireland AV distributor of Remote Media's signagelive® digital signage software and hardware.

Unlike other digital signage software solutions, signagelive® is a SaaS (software-as-a-service) solution, providing everything you need to control and manage your digital signage network from your web browser at the 'click of a mouse' anywhere in the world.

signagelive® from Remote Media is an award winning digital signage platform providing the simplest and most cost effective solution for management of multi-site digital signage networks.

signagelive® has been developed in conjunction with the UK's leading retailers, media and corporate companies and is used daily to update and manage 1,000's of digital signage screens located in both the UK and across the world.

Caroline Britt, Managing Director of RGB Communications comments, "We are very excited about working with Remote Media, whose knowledge, experience and products have allowed us to move confidently into the digital signage market. In conjunction with Sharp HD professional LCD information display screens and Minicom distribution systems, we are able to offer custom digital signage solutions for a variety of applications."

Jason Cremins, CEO of Remote Media says, "We are delighted to appoint RGB Communications as exclusive UK and Ireland AV Distributors of our signagelive® range of digital signage software and hardware. RGB share our vision in delivering robust, easy to install and scalable digital signage solutions and we look forward to working with RGB and their resellers to capitalise on the explosion in the use of digital signage in both Commercial and Public sectors."

#### **Key features of signagelive®:**

- Compatible with a comprehensive range of digital signage hardware from 4" shelf-edge screens through to the latest 70" digital poster unique to Remote Media.
- Multiple methods of communication from each location to the signagelive® servers including; standard phone line, ISDN, ADSL, GPRS/3G mobile telecommunications and satellite.
- Upload and store your media content on the signagelive® servers ready for scheduling and distribution to your connected screens across thousands of sites.
- Auto-archiving of media to ensure old content is separated from media currently in use.
- Create and store multi-zone layouts incorporating live streaming, stored media content and RSS/XML news feeds.
- Group your sites and screens as you require to enable quick and easy update to multiple screens or an individual screen as and when you require.



## Press Release

- Distribute your playlists and media content in advance with date and time specific instructions ready to commence playback when and where you require.
- Every time a piece of media is played the date and time is stored in signagelive® and is available in a range of reports for internal use or to prove to third parties that their advertisements have been played.
- Comprehensive live diagnostics displayed in a graphical format showing the status of every screen connected to signagelive® including automatic notification of screens that cannot be reached by signagelive®.
- Extensive security enabling the set-up and management of users with total control of access rights. Detailed audit trails for all signagelive® activity by individual user are stored and available for reporting by administrators.
- signagelive® has been developed to enable seamless integration with media planning and account systems proving a fully automated digital signage solution tailored to individual requirements of our customers.

For further information, please visit [www.rgbcomms.co.uk](http://www.rgbcomms.co.uk) or telephone 0844 8800765.

- Ends -

### **For further information, please contact:**

Alex Light, RGB Communications Ltd, 2 Lowesden Business Park, Lambourn Woodlands, Hungerford, Berkshire, RG17 7RY  
Tel: 0844 8800790. Fax: 01488 73377  
E-mail: [alexl@rgbcomms.co.uk](mailto:alexl@rgbcomms.co.uk)

Darren Cremins  
Head of Distribution  
Remote Media  
01799 533 476 (Direct Line)  
E-mail: [darren@remotemedia.co.uk](mailto:darren@remotemedia.co.uk)

[www.remotemedia.co.uk](http://www.remotemedia.co.uk)  
[www.signagelive.com](http://www.signagelive.com)

### **Notes for editor:**

#### **About RGB Communications:**

RGB Communications Ltd is the leading UK technical trade distributor of Audio Visual connectivity, control and presentation products for the commercial and residential markets. Founded in 1991, RGB Communications has established a reputation for delivering high quality products backed by totally professional and friendly technical support and service.



## Press Release

RGB's commitment to and achievements within the AV industry have been recognised with the prestigious 2007 AV Distributor of the Year Award.

For more information visit: [www.rgbcomms.co.uk](http://www.rgbcomms.co.uk)

### **About Remote Media:**

Remote Media are the pioneers of Digital Signage technology and creators of signagelive® ([www.signagelive.com](http://www.signagelive.com)) enabling static advertising and Televisions to be replaced with remotely scheduled and updated Digital Signage capable of displaying Still Images, Video, Animation and Live Internet content.

Over 5,000 locations worldwide use signagelive including Harrods, UK 200 screen Digital Poster Network, 1450 site National Lottery network for Camelot Group Plc and 100 Digital Posters for Thomson the UK based High Street Travel Agent.

Remote Media provides Audio, Visual and Interactive solutions to Companies wishing to communicate in a dynamic and innovative way with their audience. Operating within the UK and Mainland Europe, we provide solutions for Customers in a diverse range of business sectors, including: Retail, Hospitality, Leisure, Transport, Government, Corporate and Media.