



Contact: Kathryn Tarquin  
Phone: 716.635.9474, ext. 257  
Cell: 716.574.5859  
Email: [Kathrynt@stampede-us.com](mailto:Kathrynt@stampede-us.com)

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## **Stampede Launches Digital Signage Express**

*Service meets growing need for single purchase digital signage software, hardware and support*

BUFFALO, N.Y., June 7, 2006 — Stampede, a leading value-added distributor of presentation and home theater technology, today launched Digital Signage Express at InfoComm in Orlando, Florida. Available exclusively to ProAV dealers throughout the United States, this new service enables the deployment of a full digital signage solution with complete on-site training and after-sales tech support.

“When it comes to digital signage deployments, there is often a question of who the customer belongs to — the digital signage software provider or hardware manufacturer,” said Kevin Kelly, vice president of sales and marketing. “Digital Signage Express eliminates that hassle, enabling our dealers to satisfy their customers and reduce the time and financial commitments normally associated with digital signage.”

At the core of Digital Signage Express is a single pre-packaged bundle that combines software, hardware, training and support at an affordable price point. Through a partnership with Scala, Inc., an international leader in the digital signage industry, all bundles sold through Digital Signage Express will include InfoChannel<sup>®</sup> Network Manager<sup>™</sup>, InfoChannel<sup>®</sup> Designer<sup>™</sup> and three InfoChannel<sup>®</sup> Players<sup>™</sup>, streamlining the sales costs for dealers and end-users.

“Digital Signage Express meets the needs of many dealers who do not have enough digital signage projects in the pipeline to commit the resources necessary to become a Scala partner,” said Shannon Vander Giessen of Scala, Inc. “Stampede has made the time and financial commitment so that these dealers can penetrate the digital signage market with Scala’s InfoChannel<sup>®</sup> product and expand the reach of their business.”

Each bundle sold through Digital Signage Express is customizable to the unique needs of ProAV dealers engaged in the deployment of digital signage. The Standard Level includes package design service, access to a tech help hotline and installation services. The Gold Level includes all of those services plus on-site reseller training, literature support and the demo equipment program. Through the demo equipment program, dealers can purchase and display a digital signage demo in their showroom and receive a discount on any bundles they purchase through Digital Signage Express.

“Digital Signage Express customizes our resources to make digital signage more accessible and affordable,” said Kelly. “We look forward to growing this opportunity with our dealers.”

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### **About Scala**

Scala, Inc. ([www.scala.com](http://www.scala.com)) pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, Pennsylvania, with operations in California, the UK, Norway, The Netherlands, China and Japan. As flat panel and networking technologies catch up with Scala's vision, Scala finds itself with over a 15-year head start, helping it to win some of the largest digital signage engagements and most respectable partners in the industry. Companies that are implementing their digital signage equipment on the Scala InfoChannel® 3 platform include Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Kiwi, Azizia-Panda Supermarket, McKee Foods, Burger King, Muvico, Warner Brothers Movie World, RaboBank, Nedbank, Santiago Airport, Dubai Airport. A network of over 250 value-added resellers across the globe offer Scala InfoChannel® solutions, and constitute their sales and support force that extends to every continent but Antarctica.

### **About Stampede**

Known for its value-added distribution, Stampede is a leading distributor of presentation equipment including LCD/DLP projectors and flat panel displays. Stampede provides a complete range of brand name presentation equipment to a variety of audio/visual, computer, home theater resellers and integrators in the United States, Canada and Latin America. For more information on Stampede, log onto [www.stampede-us.com](http://www.stampede-us.com).

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