



CENIQUE APPOINTS STAMPEDE AS NORTH AMERICAN DISTRIBUTOR OF ITS INTELLISENSE PRODUCT FAMILY

The IntelliSense solution will debut next week at DSE 2014, allowing retailers to automatically provide customized advertisements and information to distinct target groups while tracking information such as impressions, age of viewer and duration of engagement.

AMHERST, NEW YORK, February 4, 2014 — Stampede Presentation Products Inc., North America's oldest and largest high value added ProAV distributor, today announced that Cenique, a local shopper insight technology solutions provider based in Mount Airy, North Carolina, has appointed it to serve as a North American distributor of the company's IntelliSense product family.

According to Stampede President & COO Kevin Kelly, IntelliSense, which represents the next logical step forward in the advancement of the digital signage industry, will be unveiled and demonstrated by Stampede at DSE 2014 in Booth #325 of the Las Vegas Convention Center.

"Digital signage is rapidly evolving into a total package solution that includes displays, media players, and, now, retail tracking solutions that create a more engaging customer experience that provides retailers with valuable data that can be used to improve efficiencies, boost sales and increase profitability," Kelly said today. "Cenique stands at the forefront of innovation in developing highly customizable retail tracking solutions and we are proud to make these solutions available to the 11,000 dealers in our sales network."

IntelliSense, with its small size and low power consumption, makes it possible for retailers and business owners to capture viewer analytics where it previously could not be done. It delivers fully automated, real-time shopper insight and analytics at a fraction of the cost of current solutions. Using computer vision and anonymous human presence detection, IntelliSense tracks impressions, duration of engagement, the viewer's gender and age range, time of day, day of week and location performance information.

For digital signage applications, IntelliSense allows for content to be customized and changed dynamically based on these viewer demographics. The IntelliSense system can be used in any location thanks to an optional battery pack.

In announcing the appointment of Stampede, Cenique President Ron Levac noted that, "We are excited to partner with Stampede and benefit from their demonstrated

expertise in distribution, marketing, and solution-based sales. Stampede has a track record of helping small innovative companies establish and profitably grow their brands. The combination of our innovation and their expertise is going to produce an exciting new chapter in the evolving history of the digital signage industry.”

Cenique is transforming the retail industry by using computer vision and real time anonymous video analytics. The company is a technology leader in the development of audience measurement tools that collect and deliver metrics and analytics from the offline world like physical retail stores. It offers technology that enables brands, advertisers, digital agencies and publishers to deliver highly engaging advertisements powered by computer vision. This also offers an automated way for anonymously detecting human presence, as well as providing the analytics and viewership metrics.

About Stampede

Known for its value-added distribution, Amherst, New York-based Stampede is the 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/video, computer, and home theater resellers and integrators in the United States, Canada and Latin America. These resellers rely on Stampede for value-added services in distribution, marketing and solution-based sales. Stampede annually produces the “Big Book of AV,” a 1000-page catalog and companion website (www.BigBookofAV.com) providing hundreds of sales, installation and spec tips for Stampede’s dealers in addition to product details on more than 5,000 SKUs. For more information on Stampede, log onto www.stampede-global.com.

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