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RETAILERS MUST IMPLEMENT IN-STORE DIGITAL SIGNAGE SOLUTIONS TO DECREASE COSTS AND INCREASE MESSAGING AND SALES

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Stampede will exhibit a complete line of digital signage solutions at DSE 2013 at Booth #1125 in the Las Vegas Convention Center.

AMHERST, NEW YORK, January 28, 2013 — Customer-facing businesses that want to stay relevant to an increasingly mobile consumer audience must learn from the digital signage revolution transforming public spaces everywhere and implement in-store digital signage solutions that reduce costs, improve messaging and drive sales — according to [Stampede Presentation Products](#), Inc. President & COO Kevin Kelly.

“Digital signage is transforming the way companies inform, entertain and sell to today’s increasingly mobile consumer population in both indoor and outdoor public spaces, as dramatic advances in display technology, installation methods and maintenance make it possible to deploy signage faster than ever before,” Kelly said today. “As this revolution continues, retailers must learn to deploy the same technologies in their own in-store sales environment in order to stay relevant to their customers, as it is the only economically feasible way to sell customers now and in the future.”

According to Kelly, retailers who think that the cost of implementing an in-store digital signage solution is exorbitant haven’t taken the time to do their homework. “The total cost of creating and constantly replacing printed POP materials is huge, and its impact on consumers decreases every day. Moving images move people to connect and consume. With a digital signage solution, retailers can quickly adapt to their customers preferences. They can change pricing, launch promotions, host micro events and adapt their messaging based on minute-to-minute developments within the store environment.”

Kelly stressed that retailers who are not yet putting digital signage to work within their sales environment need to meet with their AV integrator to plan a creative and cost-

effective conversion program that's right for them. Beyond the core requirements of lighting, background audio, displays and digital signage, retailers should consider other components such as custom-shaped large-format displays, interactive touch panels and eco-friendly and economical LED lighting.

"No two retail environments are alike, and it's important for every retailer to find a digital signage solution that conforms to the unique needs of their business," Kelly added. "Dealers often make the mistake of thinking that their retail customers can't afford to install a digital signage solution in their environment. The fact of the matter is that they can't afford *not* to install a system — and dealers can help them do it in a creative way that's also cost-effective. Now is the time for retailers to keep their sales environments relevant and start their own digital signage revolution!"

Stampede Presentation Products, Inc. will exhibit a complete range of digital signage solutions at Digital Signage Expo 2013 in Booth #1125 of the Las Vegas Convention Center.

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," an 816-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.stampedeglobal.com.

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