

Ayuda Develops and Publishes the OUTFRONT app

Company publishes custom iOS app for one of the largest OOH media companies in the Americas

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Ayuda Media Systems (“Ayuda”), an out-of-home (OOH) ad tech company announced today at the 2015 OAAA\TAB National Convention that it has developed and published a new app to the Apple Store called the OUTFRONT app. The app was developed for OUTFRONT Media, one of the largest OOH media companies in the Americas, and is available today on the Apple AppStore for iPhone and iPad devices.

“We worked closely with OUTFRONT to develop this app” commented Andreas Soupliotis, CEO of Ayuda. “We wanted to develop a magical and beautiful experience that made it joyful and easy to browse all of OUTFRONT’s robust media assets from a mobile device.”

The app will be a valuable tool for both the local market and national buyers, as the mobile nature and vast catalog of information will enable easy access to the scope of information necessary to facilitate OOH programs. The app is a mix of location mapping, transit routes, and a product sheet. Items can be saved to iBooks, sent via email, or an RFP can be submitted to OUTFRONT via a familiar shopping cart experience.

Soupliotis further commented on Ayuda’s development of the app: “The OUTFRONT app builds upon the foundations of Ayuda’s ‘Zest’ product, which is part of the Ayuda Platform. Zest is a white-labelable product and framework that allows us to quickly build a custom iOS app for clients. Using Zest as a starting point allowed us to fast-track the development of the app, and focus on developing custom features with a custom user experience for OUTFRONT.”

Jodi Senese, Chief Marketing Officer of OUTFRONT Media commented: “The OUTFRONT app enables a wide array of prospects to have easier access to the information they need to make the planning and buying process simpler. We have a very client-centric approach, and these kinds of tools help especially with technology-savvy advertisers.”

Ayuda has been a long-time partner to OUTFRONT media, and has been providing services and products to the company since 2007.



QUOTES

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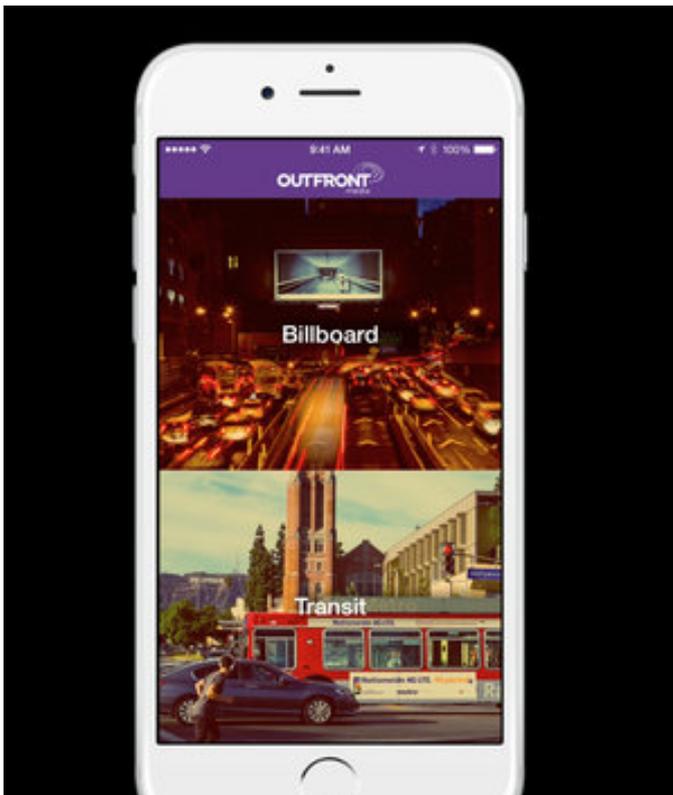
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