

EYE Corp Media chooses Ayuda Media Systems' Splash™ Digital Signage Software



Flexible, robust platform will help optimize advertisers' scheduling flexibility and media spend

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Ayuda Media Systems
321 de la Commune Ouest
Suite 200
Montreal, Quebec, CANADA
H2Y 2E1

Summary **Flexible, robust platform will help optimize advertisers' scheduling flexibility and media spend**

Spokesperson

Details Ayuda Media Systems, makers of the world's most sophisticated software platform for DOOH networks, is very proud to that announce EYE Corp Media has successfully transitioned their entire digital mall network to Ayuda's Splash™ digital signage module of the Ayuda Platform. EYE Corp Media is the largest mall media operator in the United States, reaching over 76 million unique consumers across the country with heavy presence in the top DMAs through both digital and backlit media in many of the country's most iconic shopping malls.

Daniel Fleischer
Vice-President, Business Development
1-866-552-9924
+1-514-845-0824, x.601
daniel@ayudasystems.com
🐦 FleischerDan

The conversion to Splash™, completed in June, enhances EYE's digital network for the growing demand of day-parting and day-of-week scheduling, sponsorship opportunities for time and weather as well as mobile and social media connectivity. To support evolving industry standards, EYE's digital network ads are now 8-seconds in length, and accept full motion and flash animation as well as static ads. Additionally, as advertisers create more customized content for digital place-based screens, the platform will enable use of more dynamic video content.

"We are delighted to have already converted all of EYE's digital network to be powered by our Splash™ digital signage software" commented Daniel Fleischer, Vice-President of Business Development at Ayuda. "EYE went through a detailed and thorough vendor analysis, and they chose Splash™ based on the product's deep digital feature set, as well as its robustness." Fleischer is referring to the massively scalable cloud that Splash™ uses that is based on the Microsoft Azure backbone. He continued: "We were up against the usual suspects of software vendors in digital signage, and Splash™ won. We expect more of these digital wins in the future as we continue to enhance our digital offering."

"The transition to Ayuda was seamless," mentions Janene Niblock, Eye's Director of Business Systems. In less than a month, we were able to convert our entire digital inventory to Ayuda's Splash™ players and CMS. The Ayuda team have been enthusiastically supporting our conversion in a thoroughly hands-on manner, and the process couldn't have been easier. I have no doubt that the partnership we enjoy with Ayuda will continue to play a key role in supporting the technology initiatives which maintain Eye's leadership position

in mall media.”

About Ayuda Media Systems

Ayuda Media Systems (“Ayuda”) has been providing the D/OOH industry with the world’s most sophisticated media management platform for over 10 years. As the developers of The Ayuda Platform (which notably includes Juice™, Splash™, BMS™, Zest™ Rewind™, Cerebro™, and Nirvana™), Ayuda’s products have invoiced over two billion dollars in OOH billing and provided media management functions for more than 1.2 Million advertising faces globally. The Ayuda Platform is cloud-based, and includes functionality for D/OOH networks such as avails and proposal generation, an ad server, invoicing, lease payouts, financial reporting, inventory management, scheduling, content management, mapping, network monitoring, business intelligence, a free software player, real-time annotated proof of play, and the world’s only D/OOH vendor focused CRM. Ayuda was founded in 2003 by ex-Microsoft employees with the mission of empowering the D/OOH industry with state-of-the-art tools that make D/OOH easier to manage and buy. In November 2012, Microsoft presented Ayuda’s Splash™ product with the highly coveted Windows Azure Application - Partner of the Year Award for its use of the Microsoft Azure Cloud. www.ayudasystems.com

About Eye Corp. Media

At Eye, we understand how mall media impacts shoppers better than anyone else. With more than 300 malls covering over half of the top centers in the top DMA’s, we offer both hyper-local targeting and national coverage in some of America’s most iconic retail environments. We are No. 1 in the U.S. for mall media solutions. Our diverse offering of backlit posters, high definition digital screens, mobile connectivity and banners means we can create a customized and integrated solution for every marketing challenge. Visit us at www.eyecorpmedia.com

Quotes  *We are delighted to have already converted all of EYE’s digital network to be powered by our Splash™ digital signage software. EYE went through a detailed and thorough vendor analysis, and they chose Splash™ based on the product’s deep digital feature set, as well as its robustness. We were up against the usual suspects of software vendors in digital signage, and Splash™ won. We expect more of these digital wins in the future as we continue to enhance our digital offering.*

— Daniel Fleischer

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