

Ayuda Continues Rapid International Expansion

Company hires Brazilian digital signage industry expert Luciano Ramo as Director of Business Development for Brazil



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Summary **Ayuda Media Systems announced that it has hired industry expert Luciano Ramo in Sao Paulo, Brazil, to oversee and spearhead further South American growth for the company.**

Spokesperson

Details Ayuda Media Systems, makers of the world’s most sophisticated software platform for OOH networks, today announced that it has hired industry expert Luciano Ramo in Sao Paulo, Brazil, to oversee and spearhead further South American growth for the company. Ramo, a longtime industry veteran, will leverage his extensive knowledge of the Brazilian DOOH market to support the growth that Ayuda has been experiencing in South America primarily from Brazil, the region’s fastest growing DOOH market.

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Luciano’s life has been dedicated to mastering and driving innovation and growth within Brazilian’s DOOH industry. Most recently as Executive Director of Business Development at Nemooh Midia, Luciano grew the company from concept to one of the fastest growing networks of digital advertising screens on buses. During just 3 years at JCHEBLY, Brazil’s largest digital signage solutions integrator, Luciano grew the company’s digital screen footprint by over 2000%, as well as personally spearheaded the creation and implementation of some of Brazil’s most prominent video walls.

Luciano leverages his deep understanding of the systems that power the DOOH industry, as well as his extensive history managing Sales and IT teams, to build successful enterprises that contribute to Brazil’s pole position in DOOH sector growth in South America and the world.

Daniel Fleischer, Ayuda’s Vice President of Global Business Development, stated “Brazil’s DOOH industry keeps growing year-over-year and we can no longer keep up, without Luciano’s expert help, with all the demand we have been seeing for Ayuda’s software - which is the only one capable of managing a DOOH network’s entire workflow on a single platform. Moreover, Ayuda’s SplashTM CMS & player are being recognized in their own right as being just as capable as the industry’s usual suspects in the region and internationally, as demonstrated by our ongoing string of milestone wins. Add to this the fact that Ayuda can offer networks a single platform to economically manage their entire company’s operations, and there exists no reason why Ayuda cannot significantly contribute to Brazil’s DOOH success. Luciano shares our vision, and I am humbled by his decision to join in our efforts to provide Brazil and South America with the best OOH management and digital signage software

in the world.”

Luciano enthusiastically added, “Brazil needs Ayuda, and I am ecstatic about being the one chosen to help bring Ayuda’s world-class software to the D/OOH markets. Currently 24% of the Brazilian OOH market is Digital, and growing rapidly. While a few local and international digital CMS solutions already exist here, nothing comes close to the caliber and completeness of the Ayuda offering. Having personally implemented several digital signage solutions and projects throughout my career, I can attest to Ayuda having the only single platform in the world that can truly deliver what Brazil operators badly require: Inventory & Contract management, integrated Digital Signage CMS, POP, Invoicing, Leasing, Business Reporting, interactive client portals, and everything else that Ayuda offers to help consolidate an operator’s business from multiple systems that don’t speak to each other, onto a single platform. Ayuda will make network owners’ lives so much easier. I am overjoyed to be a catalyst for Ayuda’s success in Brazil.”

Quotes  *Brazil’s DOOH industry keeps growing year-over-year and we can no longer keep up, without Luciano’s expert help, with all the demand we have been seeing for Ayuda’s software.*

— Daniel Fleischer, Vice President of Global Business Development

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— Luciano Ramo, Director of Business Development, Brazil

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— Luciano Ramo, Director of Business Development, Brazil

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 Alto™),

Ayuda's products have invoiced over two billion dollars in OOH billing and provided media management functions for more than 500,000 advertising faces globally. The Ayuda Platform is cloud-based, and includes functionality for D/OOH networks such as avails and proposal generation, 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.

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