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Innovative Audio Video Communications Made Simple.™

AVI-SPL Launches *Digital Media as a Service (DMaaS)*

Initial Focus to be on Digital Signage Applications

TAMPA, Fla. June 10, 2010 – AVI-SPL, a leading provider of video and audio communications solutions, today announced it will be launching a new suite of services focused on digital media packaged as a subscription in a cloud based service. *Digital Media as a Service (DMaaS)* will enable customers to leverage capabilities and features by plugging into a centralized shared infrastructure. The first DMaaS services to be offered will focus on digital signage, which has seen rapid growth in recent quarters.

“We have tremendous experience in creating and deploying award-winning digital media applications for our customers,” said Doug Carnell, Vice President, Business Video Group, AVI-SPL. “However, during the recent economic downturn, some of our customers have been asking us how we can help them deploy digital signage without having to invest significant capital for the centralized hardware. Since our customers have had success in using other services in the cloud like Salesforce.com and Google Office, we believe they will quickly adopt *Digital Media as a Service* as well. DMaaS will help our customers easily leverage the very latest in digital media technology without the huge up-front investment.”

Pricing for this service will be very flexible to cover a variety of markets including education, hospitality and corporate. As each vertical may require a different level of service, such as content, management and deployment, AVI-SPL can design programs that are affordable and can address virtually any customer’s unique digital media needs.

With the launch of this new service offering, Joyce Vogt has been promoted to Digital Media Business Development Manager, AVI-SPL. Vogt has nearly 20 years of experience in network-based content development, management and distribution processes and technology. With the last seven years spent advocating the use of digital signage and other digital media technologies, she offers an unprecedented level of experience in marketing and communication through the use of networked technology, including social media.

AVI-SPL has extensive experience designing, implementing and managing Digital Signage deployments around the world. Please visit our Digital Signage showcase at www.avispl.com/dms or visit booth N2731 at InfoComm June 9-11.

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About AVI-SPL

Headquartered in Tampa, Fla., AVI-SPL is the result of a merger between Audio Visual Innovations (AVI) and Signal Perfection, Ltd. (SPL). In aggregate the company has more than 40 years of experience providing innovative audio and video communications solutions with a strong tradition of high quality and exceptional customer service. As the largest global integrator for audio and video communications systems and services, AVI-SPL is uniquely positioned to deliver the most comprehensive line-up of presentation solutions, including: systems integration, sales and rentals, complete staging and production, managed conferencing, IP integration and event management. For more about AVI-SPL, visit www.avispl.com.

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