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STRATACACHE Wins Second Retail Digital Signage Award for Work with AT&T Mobility

AT&T Mobility's Digital Signage Initiatives Instrumental in Launching the Apple iPhone and AT&T Experience Stores

March 3, 2008—STRATACACHE, the leader in scalable content delivery, [digital media](#) and caching solutions, was honored with two awards last week during the [Digital Signage Expo](#) in Las Vegas. STRATACACHE and AT&T Mobility were collectively awarded the Digital Signage and Interactive Technology Award and the DIGI Award. Both awards were in the retail category and recognized STRATACACHE's role in AT&T Mobility's 2007 digital signage rollout.

STRATACACHE ActiVia for Media [digital signage software](#) is the enabling technology behind AT&T's highly-distributed digital media network in their Experience and Mobility Stores. ActiVia provides a comprehensive, centralized configuration and content management platform for reliable delivery of heavy media to thousands of remote locations.

AT&T's digital signage installations began in March of 2007 with the launch of its [first Experience Store](#) in Houston. The Experience Store came to life through guided selling kiosks (GSKs) powered by ActiVia that drive content onto 32" flat screen displays.

The AT&T Experience Stores house ten zones "delineated with signage and ceiling/flooring cues," each with one or two digital signs displaying content ranging from games and ringtones to mobile productivity. The GSKs include a 19" touchscreen self-service device with the 32" mounted digital sign hanging behind. In addition, three 52" displays located in the central part of the store highlight new AT&T media offerings.



AT&T used the same technology (ActiVia) to spearhead its launch of the summer's hottest tech product—the Apple iPhone. The result was the largest single rollout of digital signage in retail of last year.

AT&T deployed 2,120 digital signs as part of 7'x3' iPhone kiosks in 1,840 of its stores to promote the product launch. Each kiosk attracts in-store customers to the iPhone promotional area, highlights the product, visually communicates key features, and boosts product sales. Display iPhones are also mounted to the front of each

kiosk, allowing customers to touch, feel, and test drive while being dazzled by promotional video.

Through this digital signage network, AT&T Mobility successfully highlighted the product, reinforced its up-scale, high-tech but easy-to-use image, and provided a self promoting product feature review for customers even when store associates were busy. In addition, AT&T Mobility and STRATACACHE proficiently executed a very aggressive implementation schedule for deployment of this extensive digital signage network in time for the iPhone product launch last summer.

About ActiVia for Media

ActiVia is a highly optimized, web-based solution providing centralized configuration management, monitoring, content scheduling, reliable distribution, playlist control, and reporting for digital signage networks. Built on STRATACACHE's patented OmniCast distribution engine, which is capable of pushing content to up to 250,000 concurrent devices, ActiVia is ideal for large-scale deployments.



About STRATACACHE

STRATACACHE is the world leader in efficient, scalable and cost-effective content distribution, digital signage/digital media presentation, IP business television, and application acceleration solutions for highly distributed, network connected organizations. Serving Global 2,000 customers in the retail, finance, service, manufacturing, and government markets worldwide, STRATACACHE's products transparently solve large-scale content distribution, digital media, and application performance challenges while immediately providing tangible return-on-investment and dramatically improved user satisfaction. STRATACACHE is based in Dayton, Ohio, USA and is privately held. For more information please visit www.stratacache.com.

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