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John Melillo of Diversified Media Group to Lead Digital Signage Session at GlobalShop

Kenilworth, New Jersey (February, 2008). Diversified Media Group (DMG), a pre-eminent network management and systems engineering company for digital signage networks, announced that its president, John Melillo, will head up a session at GlobalShop, the world's largest annual trade show dedicated to in-store marketing and retail design. The session, entitled "Digital Signage Project Management: From Pilot to General Roll-Out", takes place at GlobalShop in Chicago on March 19, from 2:30 to 3:30 pm.

The panel will discuss how digital signage can build brand, create shopping experiences and move product. The distinguished group of experts includes Pat Hellberg of Nike, Tim Hunter of Time Hunter Design and Stephen Platt of the Platt Retail Institute. The panel is expected to delve into how the needs of the brand are supported by current market research, how the creative is designed to deliver the most appropriate message and how it is all brought together with overall project management,

"The key to success," says Melillo, "is defining the client's objectives, isolating their expectations---and then, managing and delivering on those expectations."

About Diversified Media Group

Diversified Media Group provides complete consultation, design, installation, training, content development and technical support for business television and digital signage networks worldwide; especially for retail sites, mixed-use developments, educational institutions and sports/concert venues. Based in Kenilworth, New Jersey, DMG operates its own private teleport and data center for its customers, offering maximum confidentiality and security. Visit <http://www.divmedia.net> for more information.