



Visit Haivision at DSE 2012, Booth 861

Press Release Link: www.ingearpr.com/Haivision/120221.zip

Image Link: www.ingearpr.com/Haivision/CoolSign.zip

For Immediate Release

Haivision Integrates Intel's Anonymous Viewer Analytics Technology for Intelligent Signage Solutions

CoolSign™ Digital Signage Solution Now Integrated With Intel® Audience Impression Metrics Suite, Enabling Intelligent Digital Signage Installations That Deliver Relevant, Fresh, and Highly Targeted Messaging

MONTREAL and CHICAGO — Feb. 21, 2012 — Haivision Network Video today announced an integration of its CoolSign™ digital signage solution with the Intel® Audience Impression Metrics Suite (Intel® AIM Suite) to deliver a groundbreaking new audience detection solution. With the Intel AIM Suite integration, CoolSign now offers sensor technology for anonymous viewer analytics to enable intelligent digital signage installations that deliver highly relevant, real-time content to the right users at the right time.

“Digital signage has become one of the fastest growing advertising and marketing channels, but its effectiveness depends on fresh, relevant, and highly targeted messaging. Just as important are the measurable results that help ensure that the right message is delivered to the right audience,” said Peter Maag, Haivision’s chief marketing officer. “Haivision’s CoolSign and Intel AIM Suite are a powerful combination for today’s most advanced digital signage deployments, enabling any retail organization to engage customers intelligently, track results, and continuously improve its ability to attract attention, inform, and sell.”

Employing anonymous viewer analytics, the Haivision CoolSign system with the Intel AIM Suite can identify the gender and age bracket of a viewer and automatically play content targeted to that person. In this manner, sales and marketing organizations can develop precisely targeted content and schedule it to play to specific audiences when detected by sensor-equipped displays. By storing viewing data in its playlogs, CoolSign makes it easy for organizations to analyze viewing results correlated with content. Banks, for instance, can access campaign analytics that transfer ad display data from each branch and correlate it with viewership data — and they can compute ROI by relating ad viewership data to branch sales.

More...

Launched in 1998, Haivision's CoolSign has a long legacy of innovation, pioneering many aspects of digital signage technology including n-tier architecture, native multicasting support, real-time connectivity, full edge device monitoring and control, flexible media scheduling, closed data architecture, bandwidth usage controls, and many others.

CoolSign installations use Intel processors to produce valuable intelligence for centralized content development, distribution, and scheduling, which enables faster placement of messages and easier content management. Additionally, CoolSign's management user interface (UI) is frequently cited as being one of the most powerful in the industry — providing rich functionality in a simple, elegant, easy-to-use manner. Secure, scalable, reliable, and efficient, CoolSign meets the demanding requirements of retail, government, financial services, corporate, and pure-play digital out-of-home advertising (DOOH) networks around the globe.

More information about CoolSign and the Haivision product family is available at www.haivision.com.

###

About Haivision Network Video

Haivision delivers advanced technology for streaming, recording, managing, and distributing secure IP video and interactive media within the enterprise, education, medical/healthcare, and federal/military markets. Haivision is a private company based in Montreal and Chicago, with technical excellence centers in Beaverton, Ore.; Austin, Texas; and Hamburg, Germany. With a global sales and support organization, Haivision distributes its products through value-added resellers, system integrators, distributors, and OEMs worldwide. More information is available at www.haivision.com.

All trademarks appearing herein are the property of their respective owners.

Twitter: www.twitter.com/haivision

Facebook: www.facebook.com/haivision

LinkedIn: www.linkedin.com/company/haivision

YouTube: www.youtube.com/user/HaivisionVideos

For further information, please contact:

Haivision Network Video Contact:

Anna Kozel

Marketing and Communications Manager

Tel: +1 (514) 334-5445

Email: anna@haivision.com

Agency Contact:

Veronica Esbona

InGear PR

Tel: +1 (954) 392-6990

Email: veronica@ingearpr.com

ENDS