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Thursday, January 15, 2009

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PDM and EnQii join forces to dominate Australian Out-of-Home Digital Media market.

January 14, 2009

Release: Immediate
Contact: James Bremner
+1 (212) 675 7820
James.bremner@enqii.com

EnQii opens Melbourne office.

Wednesday, January 14, 2009, Australia's Number 1 in Digital Out-of-Home Media, PDM, and global technology leader, EnQii, have recently joined forces in a comprehensive partnership designed to conquer the Australasian Digital Out-of-Home (DOOH) media market.

The partnership will see PDM employ EnQii 'Remote Transfer' technology across its DOOH media networks, allowing PDM to upload, schedule and distribute content via Ethernet to remote locations. In addition, EnQii will have exclusive rights to sell Acuity™, PDM's patent-pending Out-of-Home Digital media management system, to all of its existing and new clients.

PDM Managing Director Brian Craighead says, "PDM own and operate the largest centrally managed network in Australia, and our growth has been driven by two factors - the quality of our technology and content, and our commitment to lead the market. After an extensive and rigorous evaluation process, it became apparent that EnQii's technology platform was clearly the superior solution, and as such we are committing to the platform across our entire media network.

He continues, "Our exclusive partnership will jointly increase expansion opportunities for PDM and EnQii into the Asian DOOH market. The combination of our offerings will together simplify and optimise the entire lifecycle of an out-of-home digital media network ensuring the growing number of Australasian networks will be planned and managed in the most cost and time effective manner possible in the market today."

EnQii Vice-President Asia Pacific, Joe Rossi, says, "We have been aware of PDM's outstanding work in the Australian marketplace for several years, and are delighted EnQii has been selected as the technology partner to support their remarkable growth. We are also pleased to have secured the rights to PDM's Acuity™ software, which automates the day-to-day running of an DOOH media network. To support PDM and to pursue other opportunities in the region we are also announcing the opening of our Melbourne office".

PDM will roll out the next phase of its Wellbeing media network during February. The deployment will consist of 95 stores Australia-wide and will be the first of the PDM networks to employ EnQii technology.

- ENDS-

About PDM

Prime Digital Media (PDM) is Australia's Number 1 Out-of-Home Digital (OOHD) media company, providing end-to-end solutions to its clients. The company provide retailers and marketers with innovative ways to target and engage the new, media-savvy consumer. PDM control Australia's largest, centrally managed OOHD network, delivering dynamic, relevant, visually appealing messages to retail environments via plasma and LCD screens. The company's in-store retail networks showcase The Home Electronics Network, The Lifestyle Network and The Wellbeing Network. PDM also centrally manage and produce content for Telstra's in-store T [life] and T-shop retail network, TelstraTV. Fireback Digital, PDM's subsidiary content agency, produce the most digital screen content in Australia and have collected the most awards for doing so. PDM's OOHD network is the first Quick Response (QR) enabled network in Australia. PDM is the first Australian OOHD media company to completely offset its greenhouse gas (GHG) emissions to become carbon neutral.

For more information, please visit www.primedigitalmedia.com

Or call Angela Byrnes

Tel: +61 (02) 9660 9400

angelabyrnes@primedigitalmedia.com

About EnQii

EnQii is a global leader in the digital out-of-home media market with offices in New York, Toronto, London, Dubai, Hong Kong and Shanghai. As one of the world's truly global digital out-of-home companies, EnQii currently services thousands of locations across more than 14 countries. EnQii couples a deep understanding of customer behavior with its powerful media technologies to provide clients with fully managed solutions that enables them to advance their overall customer communication strategy for many years to come. EnQii won the 2008 DIGI Award for outstanding technology in the healthcare category for the WHEN Network.

For more information, please visit www.enqii.com

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