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EnQii and TruMedia Announce a Strategic Partnership

June 16, 2009

Release: Immediate
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TruMedia's Proactive Marketing Solution (PROM) integrated with EnQii's EnGage Digital Signage Platform

Tampa, Florida and London, UK – June 11, 2009 – EnQii, a leading global digital signage agency, and TruMedia Technologies, the world's leading provider of real-time audience measurement and proactive advertising solutions, today announced the availability of TruMedia's audience measurement system and ProActive marketing systems to EnQii's customers. This allows digital signage networks to accurately measure their audiences and adapt content in real time to match the viewing audience.

TruMedia's AlliO sensor analyzes, without any recording, face images of people watching the displays, using sensors, providing true viewing data for digital displays and screens. Viewers' face images are analyzed in real-time to generate business-critical information such as audience counts, individual exposure times as well as gender and age group demographics. This software allows better media planning and targeted advertising. Viewer counts, behavior and demographics are obtained in real-time and can be used in the media streamer to select and possibly modify the advertisement.

EnQii's EnGage platform is a web-based software solution for connecting 100 to 10,000 screens in a network. Its web 2.0 architecture brings drag-and-drop features for flexibility and ease-of-use. EnGage has been designed from the ground up on a Linux platform, which allows for greater reliability and security. Significantly, the software also features Campaign Manager, a new tool for planning and managing advertising campaigns.

"TruMedia provides a strong platform for advertisers to measure and target advertising effectively," said Ajay Chowdhury, EnQii's CEO. "This is the latest in a series of partnerships where we provide our clients with the tools they need to ensure strong returns on their digital out of home investment."

"We are pleased to add EnQii to our growing list of partners" said Moti Gura, TruMedia's CEO. "Proactive Marketing sets Digital Signage apart from any other medium by making it possible target the ad to the viewing audience in real-time and save precious advertising dollars. The AlliO sensor will also be sold by Samsung, the world's leading digital signage manufacturer" Gura added.

About EnQii

EnQii is a global leader in the digital signage and out-of-home media market with offices in New York, Toronto, London, Hong Kong, Shanghai and Melbourne. 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. Investors in the company include Amadeus Capital Partners, Wellington Partners and Ithmaar Bank.

About TruMedia

TruMedia Technologies Inc. (www.tru-media.com) is the leading provider of real-time, automated audience measurement solutions for the out-of-home display industry. Its proprietary and field-tested video analytics technology measures visual attention towards posters, digital signs, TV monitors, display windows and in-store product displays. The company's solutions accurately track exposure to media, advertising and merchandise and can be used to proactively change content. Headquartered in Tampa, FL, TruMedia has sales offices and research and development facilities in Israel. The company's privacy policy ensures that it will not record, share or store any images or personally identifiable data.

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