

## Eyelevel Selects Navori for Their Digital Signage Projects

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August 18, 2009 (FPRC) -- Eyelevel is a Digital Signage advertising network operator based in Cyprus. The company offers a series of programming feeds which contain conventional entertainment such as weather forecasts, currency exchange rates, sport scores and a variety of alternative information like nutritional information, beauty tips, wine facts, all created by professional designers specifically for their viewers.

In addition to the informational material listed above, Eyelevel delivers a series of short clips featuring animated comedy clips , fashion/sports TV, movie trailers and more.

Emphasis is also given to social responsibility. Eyelevel collaborates with local municipalities to update citizens on events in their local area, environmental campaigns and more.

To further strengthen the company's public image, Eyelevel promotes local artists by displaying their material for free . This helps provide high quality artistic content for the company's screens while providing significant exposure for the artists.

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The end result is an entertainment-centric visual program that captures attention by offering its viewers distinct benefits while providing advertisers with the opportunity to target their demographic groups efficiently.

Here are some deployment details:

Prime locations:

Hilton Park (hospitality)

Costa Coffee (retail chain)

Gloria Jeans Coffees (retail chain)

K-Cineplex (movie theaters)

European University (education)

Total number of screens currently deployed = 200+ (which is a failry large number relative to the size of the local market).

Why Navori?

Kyriakos Ashikalis , Director at Eyelevel summarizes the reasons why their company selected Navori as their preferred Digital Signage partner. 'We have first hand experience with Navori's reliability and user friendliness which constantly evolves and improves over time.'

To find out more about the Navori Digital Signage software platform, please visit the Navori web site

at <http://www.navori.com> or contact our head office directly:

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