

## **Digital Signage Advertising - Navori Software Powers PumpTV Australia's First Digital Petrol Station Tv Network**

*Navori software's ease of use and reliability allows PumpTV to self-host their digital signage solution on Australia's first and only digital petrol station TV network that engages, captivates and entertains consumers.*

September 21, 2010 (FPRC) -- PumpTV is Australia's first and only digital petrol station TV network that engages, captivates and entertains consumers with quality content and advertising each time they visit a PumpTV petrol station.

PumpTV manages their system using the Navori Enterprise Server with the Navori Players controlling the playback of the media and providing reports and status information to the PumpTV offices located in Carrum Downs, Victoria, Australia.

Using the latest in wireless video technology, PumpTV delivers video content and advertising to consumers at petrol pumps in Australia through 19" sunlight readable LCD screens with full audio.

PumpTV currently has more than 600 screens reaching over two million consumers per month across petrol stations in Sydney, Melbourne, Brisbane, Perth and Adelaide and a newly signed partnership between PumpTV and BP will see PumpTV launch 1,200 screens across the BP network in Australia in the coming year, bringing them closer to their goal of 4,800 screens reaching over 15 million consumers per month in 2012.

Seven Network and Yahoo!7 are the company's exclusive content partners delivering news, sport and weather updates, refreshed four times a day, every day of the week to keep consumers up to date with what is going on locally and internationally.

The Navori software's ease of use and reliability allows PumpTV to self-host their digital signage solution, which means they are not dependent on a third party operator to run their network.

Using Navori's mosaic feature allows PumpTV to create zones that separates the displays in to infotainment and advertising. Playlists are assigned to each zone and run independently of each other, providing the quality playback demanded of such large installations.

Navori's scalability will allow PumpTV to expand the system to meet all their future requirements.

For more information, visit <http://www.pumptv.com.au>

### **NAVORI HAS THE RIGHT SOLUTION TO ALL YOUR DIGITAL SIGNAGE NEEDS**

Navori offers a complete range of digital signage software solutions for any size project. From single screen, single PC installations to large networks spanning vast distances, Navori is the right choice for your next signage project.

- Navori Controller - Single PC solution.

- Navori Server Standard - Single administrator, multi-PC.
- Navori Server Enterprise - Multi-admin, multi-PC.

Our newest release, Navori Server Enterprise Extended lets large network operators host multiple customers on a single server.

Users who need to manage their Player network from remote locations can add the Navori Web Manager module to their Navori Server Enterprise installations.

This is the most flexible and cost-effective solution on the market.

#### AN EXPERIENCE YOU CAN TRUST

- 70,000 Players in use worldwide
- 12 years of continuous product improvement
- Used in 90 countries
- Certified resellers in 52 countries
- Software available in 7 languages

Navori is headquartered in Switzerland with offices in North-America and South-America.  
<http://www.navori.com>

Join the growing number of companies who have put their trust in the Navori digital signage software platform.

NAVORI International SA  
World Trade Center  
Avenue Gratta Paille 2  
CH-1000 Lausanne  
Switzerland  
Phone: +41 21 641 19 60  
Fax: +41 21 641 19 61  
<http://www.navori.com>  
email : [u.fluckiger@navori.com](mailto:u.fluckiger@navori.com)

NAVORI Inc (North-America)  
1134 St. Catherine St. West, Suite 410  
Montreal, QC, Canada H3B 1H4  
American Toll Free Phone: 1 800 720-2751

**Contact Information**

For more information contact Neeraj Khichi of Navori International Sa (<http://www.navori.com>)  
41216411960

**Keywords**

[Digital Signage Advertising](#)

[airport digital signage](#)

[casino signage](#)

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