

## **Teqmedia's New In-mall Digital Signage System is Powered by the Navori Software Platform.**

*TEQMEDIA's new in-mall digital signage system is powered by the Navori Digital signage software platform.*

November 10, 2010 (FPRC) -- Teqmedia Digital Advertising is an in-mall screen network that delivers real time full motion digital video and audio advertising services.

The TEQMEDIA advertising network came about in 2006 after the company polled millions of consumers in various Saudi Arabian shopping malls. The study concluded that a massive audience could be reached by deploying a digital signage network in shopping malls across the region.

TEQMEDIA began looking for a partner capable of assisting them in implementing their new in-mall advertising network. After a thorough evaluation process, Technology House was selected as the integrator for the project.

Technology House's proposed to install a network of displays consisting of 260 Plasma and LCD screens (42" to 50") along with 2 video walls (2.5m x 3.5m) strategically located in 8 key shopping malls covering 3 major cities (Riyadh, Jeddah, Al Khobar).

Following a 2 year search for an enterprise grade digital signage platform, Technology House chose Navori's software solution to manage the growing demand for digital signage services in Saudi Arabia. Technology House uses Navori's Enterprise Server Application to manage TEQMEDIA's kingdom wide network in real time. The Navori system allows frequent and timely content updates which resulted in quicker response to market demands, better audience focus and instant promotional events.

Technology House implements complete end-to-end digital signage solutions. The company has built Saudi Arabia's FIRST and LARGEST in-mall digital signage network and developed an array of customized information modules including regional Salah announcements, local news, international news (both in Arabic and English), local stock market feeds, and local sports updates to inform and entertain mall visitors.

Technology House selected Navori for its performance, ease of use, flexibility and stability. Navori has proven to be an excellent choice as the company continues to grow its customer list across the Kingdom.

### **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 / CP476  
CH-1000 Lausanne 30 Grey  
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

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