

## **Sign Biz® Trained LobbyPOP® Pro Moves Avis Rent a Car into Dynamic Signage**

*Stefanie Dacy, a Member of the Sign Biz Network and owner of 3V Signs provides dynamic signage system for employee communication at Avis Rent-A-Car Operations at Los Angeles Airport*

July 9, 2012 (Hermosa Beach, CA) -- When Robert Gutierrez of Avis Rent-A-Car Operations visited 3V Signs, he was looking for a scrolling LED sign system to use for employee communication at the LAX location. Having worked as a HR professional for over 10 years, Stefanie Dacy (co-owner of 3V Signs) is quite familiar with the challenge of keeping employees informed.

### **Engaging Interest**

"Employees are not good about reading bulletin boards. They know the legal posters and standard notices are there, but don't usually look for anything new. A scrolling LED would be helpful for a while, but if you have to stand and wait for the message to play out, most people won't wait. Being a LobbyPOP distributor ([www.LobbyPOP.com](http://www.LobbyPOP.com)), I was sure we had a better, more modern solution," says Dacy.

Dacy recommended the new award-winning EzSign system from LG with their company's guidance and support. This new HD display is available now as a self-contained system that looks and operates like a standard HD TV, and can be easily mounted almost anywhere. But unlike a standard HD TV, the EZ Sign system also allows the user to create dynamic digital signage content using a PC and the free EzSign Software. Content is transferred via USB flash drive, which is simply plugged into the port on the EzSign display unit. No additional hardware or software is required. Training and ongoing support is provided by Sign Biz Inc., parent company of LobbyPOP.

"The EZ Sign was perfect. Simple to use & eye-catching. People are drawn to TV screens and if the template being displayed is changed often enough, employees are more likely to take a look. It does not take long to scan the screen to see if there is something you need to take note of. A headline like "Benefit Forms Due Friday" will make you take a look. Or "Congrats Amy from Avis" "NEW SALES CONTEST" etc. The eye-catching templates reduce the need for graphic art skills and save time, because you don't have to create the formatting," adds Dacy. ""If you want your employees to be dynamic, shouldn't your communication be dynamic, too? It is so simple and the picture is amazing! Robert is thrilled, and potentially Avis Corporate will take notice and decide to take it enterprise-wide."

The LG EzSign system was selected as one of the "2011 Product of the Year" winners by CRN. EzSign was also a 2011 Best Award winner from Commercial Integrator magazine for digital signage hardware.

3V Signs & Graphics opened with the franchise program offered by Sign Biz, Inc., in 2010. To learn more about Sign Biz, call 1-800-633-5580.

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**Keywords**

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