

EnQii Signs Partnership with LocaModa

Partnership Advances “New Media Triad” with Mobile Phone Interactivity

NEW YORK, N.Y., May 13 (SEND2PRESS NEWSWIRE) – EnQii, a global leader in the digital out-of-home market, is taking aim at the future of digital signage networks by partnering with LocaModa, a mobile social platform provider. By joining forces with LocaModa, EnQii is optimizing the “new media triad” of digital signage, mobile devices and the web while becoming part of the largest growing network of connected places.



Send2Press Newswire EnQii N.A. president Stuart Armstrong says that the “new media triad” represents a digital on-ramp for consumers to opt-in to branded communities, and is a powerful new way for media owners, brands and locations to engage consumers and measure these interactions.

“When people go to retail locations, bars, restaurants, and other social places, there’s an opportunity for them to intersect and create a dialogue with the in-location network, and also pass these conversations onto their social graph,” says Armstrong. “That becomes the conduit for a larger, more viral dialogue between targeted audiences and brands.”

As an example, if a consumer is in a music store scoping out a new artist, a digital signage display could invite him to control a virtual jukebox using his cell phone, not unlike the way a mouse is used with a computer or a remote control is used with television. Because his interactions are displayed publicly, the media experience is instantly shared with others in the venue, and can also be reflected on the store’s website, becoming a compelling source of streaming social recommendations.

“Today’s media consumers want to stay connected and control the media around them,” says Bill Nast, VP of Business Development at LocaModa.

“The LocaModa platform when combined with EnQii digital media network technologies create an interactive medium. This enables a measurable, multi-modal environment that increases the value of branded measures and supports database marketing to tap into the consumer lifetime value.”

Armstrong says the potential of the “new media triad” transcends traditional retail to include restaurants, bars, casinos, leisure and sports venues, and multiple forms of outdoor advertising.

He notes, "When you invite consumers to opt-in and become part of a branded community, the value of that brand has been shown to increase as much as three- or four-fold."

About EnQii

EnQii is a global leader in the digital out-of-home media market with offices in New York, Toronto, London, Dubai, Hong Kong and Shanghai. 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. For more information, please visit www.enqii.com.

About LocaModa

LocaModa connects people and places. The company's social platform enables people to access and control media in their favorite places, bringing location experiences to the web and web experiences to locations. LocaModa connects people in bars, cafes, colleges, public spaces and conferences. The company is privately held, headquartered in Massachusetts and founded by Stephen Randall, a former EVP/Founder of Symbian. True to its global vision, LocaModa is internationally backed by Dace Ventures in USA, Mahindra Group in India and Sumitomo Corporation of Japan, via its U.S.-based strategic investing arm, PresidioSTX. For more information, please visit www.locamoda.com.

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