

Larry Adkinson

From: Don Selmon [dons@popstarnetworks.com]
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To: Larry Adkinson
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We had an inquiry today from Niagara Falls. As I recall, you were up there last year. Do you recall what they want to do up there.

You're one of the reasons we have that PR above and wanted to thank you for your help and belief in Popstar, Larry.

All the best...

Don



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Miami Beach Convention Center Sees Rapid Return on Investment from Installing Popstar Network's Digital Signage Solution

The New Digital Signage Solution Enhances the Visitor Experience by Providing up-to-Date Information on Event Activities and Local Sponsors and Attractions

February 08, 2010 04:35 PM Eastern Time

KANSAS CITY, Mo.--(EON: [Enhanced Online News](#))--[Popstar Networks](#), a leader in the **digital media** industry, and Global Spectrum, the world's fastest growing facility management firm, recently partnered in designing and installing a state-of-the-art **digital signage** solution in the Miami Beach Convention Center (MBCC). The complex project, which includes fourteen Samsung 63" and three Samsung 50" plasma screens strategically placed in high traffic locations throughout the convention center, was commissioned to enhance the visitor experience by making information easily available to visitors. Popstar's FrontStage™ software solution provides information on MBCC and its surrounding attractions, center sponsors, current and upcoming events, and has been very well received. However, the most salient benefit has been the supplemental revenue generation resulting from the sales of advertising space on the venue's screens. "We are very pleased with the interest and additional revenue that the **digital signage** has brought from our sponsors, and expect to achieve a solid ROI with the increased sales of signage advertising that we are experiencing," states Bob Balsam, General Manager.

With the vast size of the MBCC (1.3 Million Total Gross Sq. Ft.) and the large number (over 750,000) and diversity of the people who visit annually, it was imperative that the parties collaborated in developing an overall strategy and identifying all project requirements before developing a prototype for MBCC to review. This process allowed the installation to be developed to specifically meet MBCC's requirements. Bob adds: "Popstar provided a total solution and the project was an effortless deployment. Popstar listened when we talked about our needs, realized our goals and exceeded our expectations. We are overly pleased with how the project came together and the follow-up provided by the Popstar team." "Working with the Global Spectrum team and the MBCC staff was a pleasure and we are thrilled that the solution has not only met their goals, but offered them a way to quickly create a significant new revenue stream for the venue," says Don Selmon, Sr. Vice President of Sales & Marketing at Popstar. "We look forward to continuing to work with the Global Spectrum team on rolling out additional implementations in the coming year."

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ABOUT GLOBAL SPECTRUM

Global Spectrum (<http://www.global-spectrum.com>) is the fastest growing firm in the public assembly facility management field with more than 75 facilities throughout the United States and Canada. The Philadelphia-based company is part of one of the world's largest sports and entertainment companies, Comcast-Spectacor, which also owns the Philadelphia Flyers of the National Hockey League, the Philadelphia 76ers of the National Basketball Association, the Philadelphia Phantoms of the American Hockey League, Flyers Skate Zone, a series of community ice skating rinks, Comcast SportsNet Philadelphia, a regional sports programming network, Ovations Food Services, a food and beverage services provider, New Era Tickets, a full-service ticketing and marketing product for public assembly facilities, and Front Row Marketing Services, a commercial rights sales company and 3601 Creative Group, a full-service in-house advertising agency. In a partnership with Disson Skating, Comcast-Spectacor annually produces 10 nationally televised figure skating spectaculars on NBC-TV. For more information, visit <http://www.global-spectrum.com/> or call 215-389-9587.

ABOUT MIAMI BEACH CONVENTION CENTER

Located in the heart of the art deco district of South Beach, the Miami Beach Convention Center (MBCC) boasts over 1,000,000 square feet of flexible space, including over 500,000 sq. ft. of exhibit space, over 100,000 sq. ft. of versatile pre-function area space and 70 meeting rooms comprised of 127,000 sq. ft. Major annual trade shows include the Jewelers International Showcase (three times annually) and the Seatrade Cruise Shipping Conference/Expo. The MBCC annual calendar also boasts some of the nation's premiere public events, including America's largest consumer show, the Miami International Boat Show, the South Florida International Auto Show, currently the third largest in the United States, and North America's most important contemporary art fair, Art Basel Miami Beach. For more information, visit <http://www.miamibeachconvention.com> or call 305-673-7311.

ABOUT POPSTAR NETWORKS

Popstar Networks, Inc., headquartered in Olathe, Kansas, is a leader in designing and implementing customized **digital media** solutions – enabling clients to communicate their unique messages and incorporate **digital signage** into overall marketing and communications strategies. Since its founding in 2003, Popstar has revolutionized the **digital media** industry with its customer-first process for developing dynamic and **interactive digital signage** networks. Popstar has also set a new standard for engaging audiences with exciting interactive media applications. Its flexible technology, software development, and creative visual designs have set the trend for the industry, led by the FrontStage™ Player, FrontStage™ Server, and SmartContent™ products and complemented by BackStage (sm) – their comprehensive strategic consulting process. For more information, please visit us at <http://www.popstarnetworks.com>.

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