



Capital Networks to drive its industry leading digital signage software into US Education market

- **Audience.Campus™ ensures high schools, colleges and universities communicate effectively with students**
- **Ability to broadcast campus wide information as well as independent, faculty specific content from a single Audience™ server**
- **Emergency messaging issues security alerts in seconds**
- **Follows installations for UCLA, Purdue University, Columbia University, Boston College and Case Western Reserve University**

Ontario, Canada – Capital Networks Ltd (CNL), a leading global provider of broadcasting and dynamic digital signage software, has announced a new market initiative into the US Education sector. The Audience.Campus™ offering has been designed specifically for educational installations, enabling high schools, colleges and universities to improve communication with students across multi-site campuses, as well as within individual faculties or departments. The solution can run up to 100 channels simultaneously through a single deployment – which ensures that individual departments can control the content on their broadcasts and deliver hyper-local information like room schedules, or class notifications – all of which can be uploaded easily by staff or students.

CNL has a range of high profile clients in the education sector, including UCLA, Columbia University, Purdue University, Boston College and Case Western Reserve University, as well as a number of other industries, including the BBC,

the US Marines and the Royal Canadian Mounted Police. An increasing number of education establishments now want to take advantage of CNL's digital signage software to create and display a broadcast-quality channel on a limited budget.

Blake Reeves, Manager of Business Development at Capital Networks Ltd, said: "The digital signage market now stands at over US \$800 million, according to Digital Signage Resource, and is the broadcasting method of choice for a range of industries including retail and military. It's not surprising that it's also becoming popular in large educational institutions, like colleges and universities, because it is designed to cope with the complex layout of the buildings and the wide-reaching audience. Campus messaging takes the form of two basic types: universal campus-wide information applicable to everyone and hyper-local information important to a very specific department or screen.

"Audience.Campus™ delivers both in a single centralized platform," Blake Reeves continued. "Centralization is the key to effective and timely emergency messaging. While individual departments demand their own signage control and programming, emergency messaging must be able to pre-empt or over-ride departmental messages. It is for this reason many campuses are looking to standardize on a single digital signage vendor to synchronize emergency messaging. As well as delivering a vast array of day-to-day information, a dynamic digital signage solution can save lives in emergencies by ensuring the students are aware of events and have real-time information about where they should go.

Digital signage in education – just some of the ways it can be used:

- Showing live video content such as local bands or sporting events
- Broadcasting campus news and events, campus sports highlights or results
- Celebrating academic and athletic achievement
- Emergency announcements

- Entertainment news
- Faculty news – meeting rooms, seminars, events
- Student news – text messages, birthdays
- Alumni communication
- Job classified

About Audience™

Audience™ is an integrated information delivery system designed for cable and community television, corporate communications, educational institutions, digital signage, and hospitality channels. It communicates messages with maximum impact and minimal effort, to any target audience you choose, via cable channels, closed-circuit television, and the internet or an intranet. Audience™ is completely scalable from simple, very affordable, one-channel systems to comprehensive worldwide networks that include dozens or even hundreds of localized channels. Much more than just a slide show program, Audience™ / Audience.tv gives you the tools you need to create, maintain, and deliver multi-zone channels with a high-end look, full of fresh, dynamic multimedia information.

About Capital Networks Ltd:

Capital Networks Limited (CNL) is a leading global provider of broadcasting and dynamic digital signage software, which it delivers to 35 countries worldwide through authorized re-sellers. Its Audience™ suite reflects a remarkably flexible product line widely accepted by leaders in a wide range of industrial, educational, broadcast, cable, digital signage, hospitality, military and medical applications. Clients include: the BBC, UCLA and University of Regina, Royal Canadian Mounted Police, the BBC, Pan Pacific Hotels in Singapore, and Cablevision. CNL is a privately held company based in Markham, Ontario, Canada and has been established since 1991.

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