

# Neo Advertising Partners With RMS Networks, Accelerates Global Expansion



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**Press Release Summary: Digital Out-of-Home Giant Selects RMS Networks' Addressable Advertising Technology, Other Services for Existing Networks and Future Expansions into North America.**



Press Release Body: Fort Lauderdale, FL (August 19, 2008) **Swiss Neo Advertising**, the leading provider and operator of **Digital Out-of-Home Networks**, announced today that they have chosen RMS Networks' as the company's U.S. affiliate. **Neo Advertising** plans to immediately begin utilizing **rVue**, **RMS'** addressable advertising technology, in their existing Canadian locations, as well as future outlets located in Europe and North America.

One of Europe's fastest growing **Digital Out-of-Home** groups, **Neo Advertising** currently operates over 50,000 screens in premier locations in Switzerland, Canada, Germany, Netherlands, United Kingdom, Portugal, Spain, Belgium, Poland and Italy. Positioning the company for continued growth, they investigated the market's best-

in-class technology solutions and industry leaders for its next strategic relationship. **Neo selected RMS Networks** for its reputation, full-service capabilities and proprietary **rVue** technology as it eyes expansion into the United States.

*"To maintain our highest standards of quality and ROI through our growth, we only choose partners who have already achieved success and respect in the competitive Out-Of-Home market,"* said **Benjamin Mathieu, CEO North America for Neo Advertising**. **"RMS Networks and their rVue technology is a perfect fit for this objective."**

Unlike other technology choices reviewed, **RMS Networks' rVue** application enables outlets and advertising agencies to pull in additional advertising revenue immediately. It is a stand-alone application that can manage networks independently with drag and drop ease, or integrate with most other existing digital signage software, if desired.

*"Neo Advertising has grown into one of Europe and Canada's largest and most well-respected providers of digital signage. The industry is poised for record adoption over the next few years, and Neo is in an ideal position to capitalize on the wave,"* notes **Jason Kates, Founder, President and CEO of RMS Networks**. **"RMS is proud to work with Neo as they continue their impressive growth."**

**About Neo Advertising:** Neo Advertising is a global provider and operator of Digital Out Of Home networks and a leader in this industry. Neo Advertising operates 50,000 advertising screens; partners with tier-1 institutions as well as most prestigious real estate owners. Neo Advertising operates in Switzerland, Canada, Germany, Netherlands, United Kingdom, Portugal, Spain, Belgium, Poland and Italy.

**About RMS:** RMS is the leading internet-based, digital media and marketing agency that develops, manages and delivers the most relevant video advertising segments to millions of consumers daily. Through rVue, RMS' proprietary addressable advertising technology, high-traffic venues and consumers can access HD video content, create playlists and dramatically enhance the shopping experience. From its headquarters in Fort Lauderdale, FL., RMS has served the nation's most respected and recognizable brands including AutoNation, Blockbuster, Subway, Accenture and Advance Auto Parts – all with a simple proposition: Where ROI meets awareness. That's RMS. Learn more at [www.rmsnetworks.com](http://www.rmsnetworks.com).

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