

# Adverto TV's Digital Network Now Available through rVue Addressable Advertising Exchange



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New York (July 23, 2009) – Adverto TV, a leading provider of digital place-based media in supermarkets, deli's, bagel shops, convenience stores and grocery stores, recently enrolled its rapidly growing network into rVue, Argo Digital Solutions' (Argo) addressable advertising exchange for digital out-of-home (DOOH). The automated platform will enable advertisers to reach consumers when they are not at home and closest to the point of purchase.

Adverto TV strategically deployed its network in the fastest growing markets in the country, targeting densely populated areas of New York. By doing so, they have amassed a broad audience base, with plans for continued expansion and growth into other markets. Offering digital advertising opportunities at crucial junctures in stores, malls and restaurants, Adverto TV provides advertisers with a consumer reach that spans a dynamic marketplace, ranging from consumer packaged goods, health and beauty aides to travel and leisure.

"Out-of-Home advertising has dramatically altered the way consumers receive information," states Michael Stanley, Vice President of Marketing at Adverto TV. "Our digital signage marketing networks provide advertisers with timely, effective and measurable impact by reaching consumers at the point-of-purchase when they are naturally receptive to selling messages. With rVue's web-based user interface, advertisers will now be able to plan, buy, upload and track their media campaign online, all in one place."

Adverto TV is a cutting-edge provider of in-store and point-of-purchase (POP) marketing, utilizing LCD screens, smartly placed in high-traffic, highly-visible locations throughout their retail partners stores. With over 130 screens

throughout the New York area, advertisers have access to over six and half million monthly viewers, characterized by a broad set of demographics.

The addition of Adverto TV into rVue comes on the heels of tens of thousands of rVue screen enrollments with other network partners such as LevelVision College, Hercules Networks and Waiting Room Promotions. In addition, rVue's strategic alliance with BroadSign, a leading provider of software solutions for digital signage, creates unique opportunities for any of the 160-plus BroadSign-powered networks who can now benefit from rVue's web platform.

While rVue is often associated with other industry aggregators, this full-cycle media exchange is unique in that it empowers media planners and advertisers with all the tools necessary to plan media campaigns, place network advertising, upload and distribute high-quality content and monitor their reach, simplifying the process of buying digital out-of-home.

"Partnering with networks like Adverto TV only enhances the advertising opportunities available to media planners and ad agencies through rVue," says Jason Kates, CEO and founder of Argo Digital Solutions. "Adverto TV caters to our advertisers with state-of-the-art, strategically-placed LCD screens that optimize the consumer's overall in-store experience in some of the most desirable and high-trafficked venues available."

**About Argo Digital Solutions:**  
Argo's innovative digital media technologies connect advertisers to consumers around the world. As a web-based media company, Argo continuously focuses on providing the tools to deliver rich media, DOOH and mobile technology solutions. Founded in 1995 by Jason M. Kates, Argo's global headquarters is in Fort Lauderdale, Fla. For more information, visit [www.argodigitalsolutions.com](http://www.argodigitalsolutions.com).

To learn more about Adverto TV, visit [www.Adverto.tv](http://www.Adverto.tv).

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