

FOR IMMEDIATE RELEASE

VitalCAST™ Powers Digital Signage at Bianchi Theatres

(March 5, 2009) College Station, TX - Texas Digital Systems, Inc., a worldwide leader in digital signage technology, today announced the completion of a VitalCAST™ digital signage installation at Bianchi Theatres in Paramount, California. This state-of-the-art multiplex theatre features seven auditoriums, all with raised stadium-style seating and digital sound systems.

Digital signage has been installed throughout the facility, including concessions, guest services, the box office and all auditorium entrances, driving 20 channels of content to more than 25 displays. In addition to providing eye-catching digital content, VitalCAST interfaces with Bianchi's POS system to automatically update displays as new movies are released. The installation also included an innovative video wall created from 16 42" LCD screens to display movie trailers.

"The video wall adds another element of entertainment for our patrons," said Darren Kurkowski Vice President of Operations for Bianchi Theatres. "We also installed a surround sound system in the lobby, to create even more excitement for upcoming releases."

Content for all displays is driven by the VitalCAST solution. Local control of content and scheduling, a key feature of VitalCAST, takes place at the theatre and is managed by Bianchi staff. "We like the flexibility to be able to change graphics and content as often as we wish. It's something that could not even be considered with printed signs and menu boards," adds Kurkowski.

"VitalCAST's strength lies in its ability to deliver eye-catching content such as movie trailers alongside concessions offerings, advertising and other forms of video imaging to theatre patrons, all powered by a simple, yet powerful software engine that is controlled by the theatre," explains Dennis Davidson, president and COO of Texas Digital. "Delivering a superior entertainment experience is what VitalCAST is all about."

About Texas Digital:

Established in 1972, Texas Digital is a leading provider digital signage solutions to cinemas, quick-serve restaurants, call centers, help desks, network control centers, data centers, financial institutions, education institutions and more. Texas Digital's customers include leaders in the entertainment industry from movie theatres to theme parks to sports and other entertainment venues. For more information on Texas Digital and its products, visit www.txdigital.com.

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