

## FOR IMMEDIATE RELEASE

# Texas Digital Installs VitalCAST at Movies at Meadville

### *VitalCAST Offers Digital Concessions and Promotional Advertisements at Pennsylvania Movie Theatre*

(September 27, 2005) College Station, Texas – Texas Digital Systems, Inc., a global provider of real-time visual communication solutions, recently completed installation of its VitalCAST Digital Signage for Movies at Meadville in Meadville, Pennsylvania. VitalCAST was installed prior to the theatre's grand opening and is the first installation of its kind in the Pennsylvania area.

"This is our first theatre and we're excited about adding this great technology," said Jon Goldstein, owner of Chicago-based Meadville Cinema, LP. "We're starting with the basics and currently only using the system to about ten percent of its true capability, but we're looking forward to expanding it."

Using VitalCAST, Movies at Meadville now delivers digital pricing and promotional media to three 42" plasma displays acting as menu boards in the concession area while simultaneously delivering different content to a 42" display in their bar area. They further expanded the scope of the system by running a content feed to projectors in each of their 10 auditoriums to show pre-show advertising and promotional information while customers are being seated. All of this information is administered from the general manager's office, using VitalCAST's easy-to-use Content Manager. VitalCAST is compatible with a wide variety of picture, video and Web content formats.

"The support staff at Texas Digital has been great," said Goldstein. "I've received a lot of post-installation help in learning the software and adding content. In just ten or twenty minutes, they saved me hours of time in figuring out how to run the system efficiently."

"Running VitalCAST through a feed into each auditorium leverages VitalCAST's scalability and flexibility," said Dennis Davidson, Executive Vice President and Chief Operating Officer of Texas Digital. "By combining the projectors and concessions displays into one system, Movies at Meadville now has complete control over every promotion and advertising medium in the entire theatre from one PC."

#### **About Texas Digital:**

Established in 1972, Texas Digital is a privately held technology company and leading provider of integrated electronic display solutions to quick-serve restaurants, call centers, help desks, network control centers, data centers, banking institutions, cinemas, tape operations and distribution centers. With more than 17,000 product installations worldwide—twice as many as its nearest competitor—Texas Digital is the world's largest provider of drive-thru order confirmation displays and digital menu systems. As a customer-focused company, Texas Digital attributes its leadership position to its commitment to deliver superior products, lasting business relationships and outstanding service and support. For more information on Texas Digital and its products, visit [www.txdigital.com](http://www.txdigital.com) or call (979) 693-9378.

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