

Appia Communications Announces Digital Signage Solution

TRAVERSE CITY, Michigan — November 26, 2007 — Appia Communications, Inc., a leading provider of managed IT and telecom services, today announced its new digital signage solution. Digital signage delivers video and other messaging to high-resolution video displays, enabling companies and organizations to communicate directly with their target audiences.

"Digital signage represents a major change in targeted messaging," said Victor von Schlegell, Appia's president. "It's a dynamic communications platform that captures attention, educates and informs, and improves overall customer experience."

Traditional printed signage for advertising campaigns or on-site information displays can take weeks or months to produce. With Appia's digital signage solution, campaigns can be launched and updated instantly and can be delivered by time of day, geographic location, or other factors.

Digital signage enables retailers to deliver a targeted audio-visual message directly to the sales floor, providing product-specific information and point-of-purchase incentives. Malls and shopping centers can engage shoppers with multiple displays in food courts and other common areas.

In service businesses, digital signage displays can be used to inform and entertain customers while they are waiting for service. Relevant information, such as new products, special offers, and other promotions, builds brand awareness, while also reducing perceived wait time and enhancing customer experience.

Hotels can welcome guests with property descriptions, restaurant menus, area attractions, special events, meeting schedules, and other helpful information. Digital signage also presents a unique revenue opportunity for properties to offer advertising on their in-house networks.



For more information about digital signage solutions, and other managed IT and telecom services from Appia Communications, please call 877.277.4297 or visit www.appiaservices.com.

About Appia Communications

Appia Communications is a leading provider of managed IT and telecommunications services. Our mission is to enable small and mid-sized companies and organizations to realize the benefits of Internet Protocol (IP) technology. Our managed solutions help our customers to reduce costs, enhance employee productivity, improve customer care, and allow them to compete more effectively against much larger enterprises.

Headquartered in Traverse City, Michigan, Appia has operations in New York, Chicago, Los Angeles, Detroit, Indianapolis, St. Louis, and other markets in North America and Europe. For more information, please call 877-277-4297 or visit www.appiaservices.com.

