

Val Morgan expands their Navori powered digital signage network in Australia

Val Morgan has recently established a new operating division to complement their core cinema advertising business. Val Morgan Retail Media will add 320 large format screens to Val Morgan's existing cinema network. The Val Morgan Retail Media screens operate in 39 shopping centres across Australia.

Command PTY Ltd, who have been involved in the initial 340 screen/110 location cinema signage deployment, will continue to offer on-going support and maintenance services to the expanded network.

As with the original deployment, each screen will be driven by a PC running the Navori Player application. The Players are linked across a network to a central Navori server from which information will be uploaded on demand and all locations will be monitored in real-time. Each individual site may run a different play list depending on the advertiser's requirements.

The Navori system provides central management capabilities and access to real-time reporting from each Player deployed in the field.

To find out more about the Navori digital signage software platform, please visit the Navori web site at www.navori.com or contact our head office:

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