



## **AGENCY 225 SELECTS PARK MEDIA PLATFORM TO POWER MOTO TV NETWORK**

*Digital Signage Pioneer Gary Halpin Leverages Blockbuster TV Success for New  
Motorcycle Industry In-Store Network*

**MEMPHIS, TN** — May 10, 2010 — [Park Media](#), a leading digital out-of-home enterprise software provider, today announced that it was chosen by point-of-sale broadcast leader [Agency 225](#) to provide the software platform for [Moto TV](#), a system of television networks delivering customized educational and entertainment content to motorcycle dealerships across the country. According to AdAge, digital out-of-home is currently the second-fastest growing digital media category behind on-line search, and [Adcentricity](#) recently projected the industry to hit \$4.5 billion by 2013.

“The fast pace of the motorcycle world demands equally exciting, timely and customized content to grab riders’ attention, and Park Media’s enterprise software platform is uniquely able to deliver those elements over the Moto TV in-store network,” said Brad Trotter, CEO of Park Media. “Given Gary Halpin’s extensive experience in the out-of-home TV industry, we are honored that Agency 225 chose Park Media to provide the platform for Moto TV.”

Park Media has developed a versatile software solution for the delivery and management of sophisticated, multi-purpose content for enterprise digital signage networks. Unlike most off-the-shelf products, the Park Media platform uniquely provides unlimited flexibility and scalability, allowing Agency 225 to easily evolve and expand its Moto TV network to offer each dealership a uniquely engaging and localized customer experience.

An Advisory Board member of the Digital Signage Association, Gary Halpin built the Blockbuster TV in-store network while the digital signage industry was in its infancy. Under Halpin’s guidance, this pioneering network grew to be one of the most successful in-store networks to date, and was featured in more than 7,500 Blockbuster locations worldwide. Now at Agency 225, Halpin continues to lead the industry with innovative digital out-of-home initiatives, focusing currently on Moto TV. Moto TV is a completely customizable network for motorcycle dealers, with content that is produced to not only entertain, but also to educate and empower the customers in order to initiate a sale. The network is already paying huge dividends for participating dealers and continues to roll out nationwide.

“We’ve seen many companies make the costly mistake of relying on a software platform that isn’t designed to allow organic growth,” said Gary Halpin, president of Agency 225. “Park Media was with us the entire way, offering one of the most flexible and scalable platforms currently available for enterprise-level in-store TV networks and providing us

with invaluable resources when we needed it most. We did test other software, but found that the Park Media platform delivered everything that we needed and more. No one can launch and operate a network as big as Moto TV by themselves, so it was vital to find someone we could work with and trust, and Park Media was just the answer."

### **About Park Media**

Park Media is a leading provider of enterprise software and service solutions for the Out Of Home Digital Media Industry. The company has developed the industry's most stable, versatile, and scalable network solution for the delivery, management, and accountable tracking of content and applications to an unlimited number of digital endpoints offering infinite options for network operators to deliver multimedia, applications, and interactivity. Developed on open enterprise standards, Park Media's software platform is designed to provide seamless integration with current standards and protocols of content providers and network operators. Park Media's partners include some of North America's largest DOOH network operators including PlayNetwork and Indoor Direct. Park Media is privately held and headquartered in Memphis, Tennessee, with regional offices in New York and San Francisco. For more information, visit <http://www.parkmedia.tv>.

### **About Agency 225 & Moto TV**

Agency 225's founder launched and built Blockbuster TV, starting in 1991, delivering sales lift on average of 15.5%. Moto TV is an in-store network being rolled out to motorcycle dealers across the nation and internationally as well. The goal of Moto TV is to use the power of the televisions in the dealership to not only entertain customers, but educate and inform them of the latest promotions, industry news and anything and everything about the motorcycle world, empowering the customer in the dealership to initiate a sale.

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