



**Digital Media Research  
For Retail and Out-of-Home**

## **Custom Research Firm's New Web Site Showcases the Many Venues Where Out-of-Home Digital Media are Flourishing Around the World**

*DecisionPoint Media Insights Launches Web Site at GlobalShop 2007*

LAS VEGAS, Nevada, USA, March 6, 2007 -- DecisionPoint Media Insights, a leading provider of custom research services to the digital media sector at retail and out-of-home, has gone live with a new web site at [www.decisionpointmedia.com](http://www.decisionpointmedia.com). The web site showcases a wide variety of digital signage and kiosk networks that have been deployed in North America and Europe.

The new web site highlights the qualitative and custom research services offered by DecisionPoint. These services are explained in the form of four questions about digital media in out-of-home and retail venues that an executive might seek answers to with the help of custom research. They are:

- Is the digital media that's visible in my store or venue really meeting my customers' needs?
- How can my customer-facing network create value for potential advertisers?
- I've got a great product idea, but is it ready to score in this new-media market?
- Where is my company's B2B market niche in this out-of-home digital media market?

Bill Collins, Principal of DecisionPoint Media Insights, said, "We planned the site to showcase our research offering and also highlight the wide variety of venues where this new medium can be found: retail stores and shopping malls, public transportation, office buildings, outdoors, etc. To create this showcase, we posted photos of digital signage and kiosk networks that were developed by some of the leading companies in our industry. They include ADFLOW Networks, BroadSign, Captivate Network, John Ryan, Locamoda, Office Media Network, ONESTOP Media Group and Transit Television Network."

The web site was launched at GlobalShop 2007, a retailing trade show. GlobalShop, held this year in Las Vegas, showcases in-store digital media, retail design and visual merchandising.

### **About DecisionPoint Media Insights**

DecisionPoint Media Insights is a marketing research consultancy that produces customized consumer research on digital media deployments at retail and in other out-of-home venues. The company also produces customized B2B research for technology vendors and other services providers that serve these digital media markets, which include the digital signage and kiosk sectors. For more information on DecisionPoint Media Insights, please visit our web site at [www.decisionpointmedia.com](http://www.decisionpointmedia.com) or E-mail us at [info@decisionpointmedia.com](mailto:info@decisionpointmedia.com).

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