



SignPost goes Digital with MRI Displays

Atlanta, GA—Sign Post Networks, the advertising company for the Metropolitan Atlanta Rapid Transit Authority (MARTA) has begun the initial rollout of (25) 57" outdoor High-Bright LCD displays in Atlanta's busiest transit stations. Manufactured by MRI, these full HD, LED backlit LCDs offer more clarity, brightness, and revenue opportunities than the current low resolution LED signs that are now in operation. The decision for transition came after SignPost received numerous requests from advertising clients. "Advertisers were seeking full color, higher resolution displays," said Matt McClain, SignPost Networks' Senior Project Manager. "This [LCD] format makes it very easy for us to work with clients using existing content or other creative assets."

MARTA currently has 140+ LED screens, operated by SignPost Networks, throughout their 38 rail stations. The displays reach and engage over 300,000 people every week and with a transition to MRI's outdoor digital displays, SignPost is hoping to significantly increase the impact on viewers. "We anticipate easier and quicker sales cycles, better results for clients, and greater appeal for national advertisers," noted McClain.

MRI's BoldVu[®] 57" UMDs (Universal Mount Displays), were installed in the first quarter of 2010. Each BoldVu[®] Display is built for direct outdoor use and features MRI's exclusive LED backlight technology, BrightVu[®]. With BrightVu[®], commuter information, in addition to advertising content, displays at a true 2000 nit luminance. Included in the display rollout are some of MRI's other patent pending features, such as CoolVu[®] MRI's Thermal Management System that allows for use in +50 °C (+122 °F) temperatures.

For MRI, this is more than another project. According to Peter Kaszycki, MRI's Vice President, Business Development, this one hits home. "We have had the opportunity to place thousands of displays on a global basis, but, by partnering with SignPost Networks and MARTA, we are able to showcase our work in our own backyard. Working with SignPost has been a rewarding experience and the feedback we have gotten so far has been extremely positive."

The feeling is mutual. In selecting MRI, McClain said "We looked at many different displays. We went with MRI because we felt their displays were by far the best fit in a rugged outdoor/transit environment. MRI's double airflow system is perfect to keep the LCD glass and electrical components clean in such a harsh environment." McClain expects to work with MRI in the future on additional expansions to MARTA's digital signage network.

And the results? "The program is still very new," noted McClain "but advertisers who have seen it are very impressed. There is no doubt that the full color displays are an amenity that will improve the rider experience. The new displays are better able to showcase train arrivals and other important information."

If you are one of the 300,000+ patrons that travel through MARTA every week, your commute just got a little bit brighter.



Manufacturing
Resources
International

BoldVu[®] DIGITAL DISPLAYS

Press Release

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About MRI

MRI (Manufacturing Resources International) is an Atlanta based designer and manufacturer of Digital LCD Displays (32"-82"), Digital Menu Boards, Pump-Top Displays and Self-Ordering Kiosks. The BoldVu[®] product line encompasses both indoor and outdoor configurations and includes unique features such as BrightVu[®] (2000 nit brightness), SureVu[®] (image verification), CoolVu[®] (for 50 °C) and SAM[®] (service access modules) to provide a low cost of ownership with optimum functionality. MRI has an installed base of 5000+ units and offers both standard and custom hardware / technology designs to meet the specific application requirements.

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