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**EnQii Signs Partnership with Ping Mobile -
Partnerships Advances "New Media Triad"
with Mobile Phone Interactivity**

EnQii, a global leader in the digital out-of-home market, is taking aim at the future of digital signage networks by partnering with Ping Mobile, a full-service mobile agency. .

/24-7PressRelease/ - May 13, 2008 - EnQii N.A. president Stuart Armstrong says that the "new media triad" represents a digital on-ramp for consumers to opt-in to branded communities, and is a powerful new way for media owners, brands and retailers to engage shoppers.

"When people go into a retail environment there's an opportunity for their mobile network to intersect and create dialogue with the in-store network," says Armstrong. "That becomes the conduit for a dialogue between the shopper and the brand."

Ping Mobile's technology enables users to opt-in to receive specific kinds of information and related promotional offers. For example, a diabetic might subscribe to special diabetes-related text alerts and then also receive relevant coupons for discounts on related products.

Ping Mobile's high conversion rates with SMS (text messaging) distribution are a testament that the right messages are being sent to the right consumers. A double opt-in process secures the privacy of the shopper and eliminates "in your face, intrusive advertising."

"Ping Mobile's automated learning engine compliments EnQii's technology," says Shira Simmonds, President and Co-Founder of Ping Mobile. "We provide our joint clients with the tools to deliver the right messages to their audience, both at the point of sale in conjunction with the digital signage, and after they have left the location. The mobile phone serves as both an acquisition and retention tool."

Armstrong says the potential of the "new media triad" transcends traditional retail to include health clubs, bars, casinos, leisure and sports venues, outdoor advertising, and physicians' offices.

He notes, "When you get shoppers to interact with and opt-in to a community, request information and add their names to a database, the value of that brand could increase as much as three- or four-fold."

About EnQii

EnQii is a global leader in the digital out-of-home media market with offices in New York, Toronto, London, Dubai, Hong Kong and Shanghai. As one of the world's truly global digital out-of-home companies, EnQii currently services thousands of locations across more than 14 countries. EnQii couples a deep understanding of customer behavior with its powerful media technologies to provide clients with fully managed solutions that enables them to advance their overall customer communication strategy for many years to come.

EnQii won the 2008 DIGI Award for outstanding technology in the healthcare category for the WHEN Network. For more information, please visit www.enqii.com.

About Ping Mobile

Ping Mobile is a creative, interactive full-service mobile agency and mobile technology provider. Ping Mobile specializes in mobile offers and promotions and delivers a complete range of mobile marketing services, mobile content management solutions and mobile technology products to clients worldwide.

A strong focus on consumers through the unique PingRewards offering and vast experience in consumer marketing, combined with industry-leading consultancy, reporting, data analysis and client services packages makes Ping Mobile the premier mobile marketing agency for clients of all sizes.

Ping Mobile is headquartered in Englewood Cliffs, NJ with offices in Los Angeles, CA and Tel Aviv, Israel. For more information, please visit www.ping-mobile.com or www.pingrewards.com.

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