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News Release

Successful convergence of Digital Signage and kiosks requires common strategy

Santa Barbara, CA - February 29, 2008 - As two leading consumer-facing technologies mature, the next logical step is full convergence. Ed Crowley, Vice President of Sales at 5point, a leading hardware manufacturer, says the growing popularity of digital signage and the strong footprint already established by kiosks makes it impossible for businesses to ignore the two coming together under one umbrella.

“Organizations need to focus on a common strategy, in order to reap the benefits of this trend” says Crowley. “These two are sometimes parallel markets but with a common strategy, organizations can manage their resources to better serve clients with both interactive and static products working in unison and managed by one common software management suite”.

On the podcast ‘Remotely Intelligent’, produced by Esprida Corporation, Crowley also discusses the importance of developing a sound strategy before launching a kiosk deployment and the risks organizations face if they cut corners.

Listen to the podcast at <http://www.esprida.com/newsroom/podcast.aspx>

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About Esprida Corporation

Esprida is an innovator in the development of device management solutions. Esprida offers an enterprise solution that enables businesses to manage and control networks of devices in diverse locations from a Web browser. Esprida Enterprise™ delivers device-generated intelligence and device-oriented analytics to maximize availability, enhance the user experience, increase revenue and transform business strategies and operations. Esprida Corporation is a privately held company with offices in the U.S. and Canada.

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