

## **Recruitment of digital signage specialist to enhance commercial operations**

**London 20<sup>th</sup> July 2005** – Innov8 Solutions (*Innov8*), experts in the creation and management of digital signage services, content management & distribution services for retailers such as ASDA, Homebase and Tesco TV appoint Chris Heap as Commercial Manager for UK and overseas operations.

Commenting on the move Phil Austin, Managing Director of Innov8 says “We are delighted that Chris has joined Innov8. We are currently expanding our operations in the UK and abroad to reflect the growth in our business and the digital signage marketplace. Chris’s first-hand experience in evaluating, developing and managing digital signage networks for clients such as Tesco and The Mall Corporation will provide additional value to our current and future offering”.

Heaps initial remit will focus on developing a commercial strategy and the development of new products and services to reflect the sophistication of today’s retail clients. “I am delighted to be joining Innov8, a business that has an excellent reputation for delivering best in class solutions to a variety of retail clients in multiple territories. I look forward to helping extend Innov8’s position as leaders in their field” says Heap.

### **Company Profile**

Innov8 is compiled of a collection of industry experts that offer a comprehensive suite of Digital Signage services, specialising in Content Management, Ingest and Distribution.

Innov8 provides a range of services to address the needs of large networks of "out of home" advertising displays that influence purchase behaviour via a centrally controlled network of verifiable displays. Innov8 provides a proven end-to-end management service that enables these networks to operate more inexpensively than competing companies, with greater ease and flexibility. Furthermore, Innov8 provides complete central control and accountability, while generating greater revenues and increased sales for clients.

Some of the largest Digital Signage networks in the world are operated by Innov8 and this genuinely makes Innov8 leaders in their field with clients such as Tesco, The Mall, The Life Channel and Jewson/Graham.

Innov8 Solutions have offices in Central London and other UK locations and are currently engaging in the development of a full time presence in other countries including the US.

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