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Press Release

Almo Professional A/V Adds Trio of Digital Signage Products and Services

Rise Vision Content Management Software, NOW Micro PC Engines and SunBriteTV All-Weather Outdoor LCDs Help Partners Create Complete Digital Signage Package

Philadelphia, PA — August 31, 2009 — [Almo Professional A/V](#), a value-added distributor serving the needs of professional audio/visual integrators, dealers and consultants, today added three leading digital signage hardware and software lines to its rapidly expanding inventory. [Rise Vision, Inc.'s](#) Web-based content management system for the control of digital signage networks, [NOW Micro, Inc.'s](#) custom-configured computer systems, and [SunBriteTV's](#) all-weather outdoor LCD televisions are now available with Almo's existing large-format digital signage display offering. These new additions allow channel partners to create a complete digital signage package for virtually any commercial application.

"Digital signage is an expanding part of many of our resellers' businesses despite a weak economy," explained Sam Taylor, executive vice president and COO of Almo Professional A/V. "We've assembled the top manufacturing partners to include all the components needed for the most effective digital signage install possible." He added that the new products and services complement the digital signage displays already available from Almo Professional A/V, which include NEC, Panasonic, Samsung, Mitsubishi, Sharp and Sanyo models.

"Rise Vision is committed to expanding the availability of the Rise Display Network to A/V resellers focusing on digital signage," said Ryan Cahoy, managing director, Rise Vision, Inc. "Our Private Network Program will enable Almo Professional A/V's reseller partners to brand our Software-as-a-Service platform as their own solution to help them build profitable, recurring revenue with every sale."

Cahoy will give a presentation, titled "Web-Based Content Management Solutions for Cost-Effective Digital Signage" next month at Almo Professional A/V's [Professional A/V Expo 2009](#). Attending resellers will also see a live demonstration of a Rise Vision, NOW Micro and Samsung digital signage solution, which will be used throughout the event to display the agenda, sponsors and other helpful information.

The following digital signage products and services are now available from Almo Professional A/V:

- **Rise Vision's [Rise Display Network](#)** is a Software-as-a-Service (SaaS) solution that brings live data, custom messages and content to thousands of displays. Because it's a Web-based service, it does not require an expensive hosting infrastructure. Instead, users log in from any Internet-accessible browser to update, control and monitor their displays, or use their smart-phone browser to send critical alerts.

- **NOW Micro's** [Digital Signage Engines](#) include ultra-small, small and BTX form factor slimline PCs that are designed for mounting to the back of an LCD display, under a countertop or on the wall. They include Intel or AMD processor technology with on-board audio and graphics and are available in a wide range of enclosures with varying footprints and dimensions.
- **SunbriteTV's** [all-weather outdoor HD LCD televisions](#) are engineered to handle the complex challenges that are inherent to commercial outdoor applications. The televisions feature an extra-bright LCD screen that stands up to rain, dust, insects and extreme temperature variations from -24 to 122 degrees Fahrenheit. Their watertight cable entry system keeps cables dry, and an anti-reflective window reduces glare for use in extreme-weather digital signage installations.

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About Almo Professional A/V

Founded in 2009, Almo Professional A/V is a value-added distributor that specializes in serving professional audio/visual integrators, dealers and consultants. With a highly skilled sales team, reseller education programs, 12 distribution centers across the U.S. and product lines specifically for the Pro A/V channel, customers can expect the full distribution experience on a local and a personal level.

The entire Almo Professional A/V sales team is Infocomm-trained, and the vast majority is CTS-certified. The team is also the first to complete the Digital Signage Certified Expert program. Almo Professional A/V teams with InfoComm International to offer certified courses that enable partners to stay ahead. At the same time, the division works with industry vendors to bring live and online product training opportunities directly to channel partners.

Almo Professional A/V distributes all the leading displays and peripherals, with new manufacturers and products being added each day. Markets served include bar and restaurant, corporate, digital signage, education, government, healthcare, home theater, hospitality, house of worship, and rental & staging.

Almo Professional A/V is a division of Almo Corp., the nation's leading independent distributor of consumer electronics and major appliances. For more information about Almo Professional A/V, please call 410-560-2890 or go to www.almo.com/proav.

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