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Forest Technologies' CartMedia takes Digital Signage Mobile

Forest Technologies is taking digital signage mobile with CartMedia, a mobile in-store shopping cart based advertising system that co-locates the product, product advertisement and customer so that advertisers can touch their customers while customers can touch their product. CartMedia extends the reach of today's ceiling and wall mounted narrowcasting systems to a mobile and interactive touch marketing solution that generates high margin revenue for retailers through paid-for advertising and higher sales volumes, provides a highly focused and interactive marketing channel for product advertisers, and provides an enhanced shopping experience for retail customers. For more information see www.foresttechnologies.com

Forest Technologies' CartMedia is bringing touch marketing to today's rapidly growing in-store narrowcasting marketing channels by allowing advertisers to "touch their customers while customers can touch their product". CartMedia combines RF based location tracking with paid-for narrowcasting so that location specific product advertisements are played by a cart-mounted multimedia player while the customer is physically located next to the product. CartMedia leverages leading narrowcasting software systems so that customer can directly add CartMedia to their fixed display in-store advertising networks or create new systems with a complete media management and distribution solution. CartMedia follows another growing trend in interactive narrowcasting by using a simple button interface for multi-tier marketing strategies and can be used hands-free to ensure customer ease of use. CartMedia is easily integrated into existing retail facilities and provides easy to use management tools.

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Forest Technologies' CartMedia brings touch marketing to the digital signage revolution. CartMedia combines advanced physical location tracking with in-store narrowcasting multimedia player technology to create a shopping cart-based location specific multimedia player solution that places paid-for product advertisements on the mobile displays while the customer is physically located next to the product. In addition, CartMedia provides a simple push button interface to allow the customer to interact with the retailer's and advertisers marketing strategy and can be used hands-free to eliminate any customer required learning curve for easy use. CartMedia is compatible with today's narrowcasting media management and distribution systems and can be used to create a stand-alone touch marketing solution or can be used to extend the customer reach of an already in use narrowcasting system.

Digital Signage and in-store narrowcasting systems are rapidly being deployed by major retailers and have a focused viewing audience with numbers that compete with major broadcastings networks. Major software and hardware suppliers are deploying ceiling and wall mounted displays that provide valuable customer information and focused advertising. These systems are used to generate high margin revenue through paid-for advertising for retailers, provide a focused audience for advertiser's dollars and an enhanced retail customer shopping experience.

"CartMedia is a logical extension of digital signage that closely binds the product location and product advertisement with the customer" said Dan Cronin, Forest Technologies' Vice-President of North America Sales. "Digital signage and in-store narrowcasting are highly focused marketing systems that target product advertising at already in-the-store customers. CartMedia targets these same customers while the customers are within reach of the product – a powerful touch marketing channel for advertisers."

Forest Technologies focuses on 802.15.4 based technologies including CartMedia and GoMedia mobile narrowcasting systems, and ChildAware and GroupAware proximity monitoring and asset management systems.

About Forest Technologies, LLC

Forest Technologies focuses on CartMedia and IEEE 802.15.4 based systems and is headquartered in USA and has offices in North America and Europe.

For more information see www.foresttechnologies.com or email sales@foresttechnologies.com