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## **FOR IMMEDIATE RELEASE**

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## **Forest Technologies and the University of Colorado at Colorado Springs (UCCS) finalize Collaboration Agreement**

**Forest Technologies, the innovative supplier of mobile interactive location-specific digital signage systems, and the University of Colorado at Colorado Springs (UCCS), a leading Engineering and Computer Science research institution, have formed a collaborative partnership as part of UCCS's Industry-University outreach program. Dr. Terry Boulton and the multi-disciplinary undergraduate team have extensive research expertise in mesh network technologies. This type of industry-academic research partnership supports the UCCS Bachelor of Innovation(tm) family of degrees.**

*Colorado Springs, Colorado, USA - December 18, 2006*

Forest Technologies, the innovative supplier of mobile interactive location-specific digital signage systems, and the University of Colorado at Colorado Springs (UCCS), a leading Engineering and Computer Science research institution, have formed a collaborative partnership as part of UCCS's Industry-University outreach program. Forest Technologies and UCCS will also collaborate with Millennial Net in developing wireless mesh network applications for mobile digital signage systems. UCCS Computer Science and Engineering Faculty and Students have extensive research expertise in mesh network technologies and are co-developing mesh network applications for the CartMedia system. Dr. Terry Boulton and the multi-disciplinary undergraduate team are excited to be working with Forest Technologies. In developing the CartMedia prototype, the freshman through senior student team is learning about both the technical issues and the compelling business case Forest Technologies have made for their product. This type of partnership is a great example of the innovative teaming UCCS can provide with the community -- exactly what UCCS hopes to enhance via its new Bachelor of Innovation(tm) family of degrees.

Forest Technologies has launched CartMedia which combines wireless mesh network RF-based location tracking with industry standard digital signage systems to place paid-for product advertisements on a cart-mounted display while the customer is physically located next to the product. Industry studies have shown point-of-decision marketing to be extremely effective in guiding purchase decisions. The mesh network capabilities that are being refined, will allow widely used media systems to be implemented on a mobile digital signage platform. CartMedia places paid-for product advertisements on a cart-mounted display while the customer is physically located next to the product. Forest Technologies terms this new channel as "electronic Point-of-Decision" ePOD marketing and retail industry studies of "point of brand and purchase decision" have shown point-of-decision marketing to be extremely effective in guiding purchase decisions. CartMedia can be used as a stand alone digital signage solution or can be integrated into a retailer's existing digital signage system.

### **BACKGROUND:**

#### **About Forest Technologies, LLC**

Founded in February, 2005, Forest Technologies is the innovative leader in location specific mobile narrowcasting systems with headquarters in USA and has offices in North America and Europe.

#### **About UCCS**

The University of Colorado at Colorado Springs is one of the fastest-growing universities in Colorado and in the nation. One of three campuses in the University of Colorado system, it emphasizes a broad range of degree programs. US News and World Report, in its 2006 college edition, called UCCS "one of the top Universities in the Western United States". 7,600 students study in some of the most modern facilities in the country, Students

and faculty learn in the shadow of Pikes Peak and the beautiful Colorado mountains. UCCS is located on over 500 acres in Colorado Springs, CO.

For more information see [www.foresstechnologies.com](http://www.foresstechnologies.com) or email [sales@foresstechnologies.com](mailto:sales@foresstechnologies.com)

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