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PRESS RELEASE

Ryarc's digital signage software gets active across the Fitness First Gym network

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Ryarc has announced their [digital signage software](#) has been chosen by Active Media Group to power Fitness First's digital signage network throughout Australia. Deployment has begun across the 75 clubs with the first 45 rolling out over the next six months. Three screens in each club will provide a channel for internal communication to Fitness First members while they exercise. This will consist of club messages, music, videos, news and weather but will primarily be used for revenue generating advertising.

Ryarc's [CampaignManager](#) software will be operated by Active Media Group (AMG) who manage Fitness First Media across Australia. Michael Ryan, Director of AMG said "We chose Ryarc's CampaignManager as our digital signage software solution as it is easy to use, cost effective and they had the support we require to ensure we have a reliable system. Digital signage provides accountability, movement and animation to our business model and Ryarc's software delivers on all of these aspects and more. "

Ben Mooney, Ryarc's Sales & Marketing Manager said "I am delighted that Fitness First adopted Ryarc's CampaignManager as their digital signage software platform. To see another Blue Chip Australian Company adopt our technology to manage their mission critical signage network is exciting and a testament to the flexibility and value of our products. "

Michael Ryan, Director of AMG added "The price of LCD and Plasma screens is now at a point where Digital Signage makes sense. The flexibility of this new advertising medium is key; it requires no sign fitters, signage can be posted at multiple venues Australia wide within minutes. It has accurate reporting and most of all, movement attracts attention and Flash Animation is something that Advertisers are embracing."

Ryarc's CampaignManager is an enterprise level end to end digital signage management platform with remote management, publishing, monitoring, logging, proof of play and versatile playback capabilities. CampaignManager delivers Flash animation, regular and HD video, live web content, [RSS tickers](#), images, live video capture, digital (DVB) and analogue TV in a seamless channel.

Ryarc's CampaignManager has been designed from the ground up to be instantly familiar to users of common PC applications. No specialist training or knowledge is required. Combining a user friendly interface with unparalleled scheduling power and flexibility, CampaignManager is the clear choice whether you wish to run a single display, or a global digital signage network.

About Ryarc Media Systems (<http://www.ryarc.com>)

Ryarc Media Systems is a software company focusing on Digital Signage Software and media distribution and playback technology. Ryarc's core product is CampaignManager, an end-to-end Digital Signage management platform which is used worldwide to operate and manage mission critical digital signage networks.

The Ryarc team has been working on CampaignManager since 2001. Ryarc has representatives in Australia, New Zealand, India, and the European Union. Each year, Ryarc technology helps enterprises deliver over a billion media impressions to people in retail, hospitality, airports, waiting areas and public spaces.