



# PSAV Partners With X20 Media to Bring True End-to-End Digital Signage Solution to Hospitality Industry

**LONG BEACH, CALIF. (July 28, 2009)** — PSAV® Presentation Services, a leading supplier of audiovisual and event technology to the hospitality industry, announces that the company has formed a strategic alliance with Montreal-based X20 Media, a full-service provider of technology and services for digital signage applications. Under the agreement, X20 Media will provide content design, management, distribution, monitoring, integration, and support services for PSAV customers' digital signage deployments, offering a true end-to-end digital signage solution for hotels, associations, producers, and meeting planners worldwide.

"No digital signage offering is complete without amazing content and rock-solid stability. For this reason, PSAV has chosen to enter into a partnership agreement with X20 Media," PSAV's Corporate Director of Digital Signage Services Denis Lesak said. "Our corporate hotel partners are looking to PSAV to deliver a higher-quality graphics experience than is currently being offered on the market today. Together with X20's industry leading capabilities – including an award-winning creative services team and eye-popping broadcast rendering engine – we have been able to develop a host of digital signage experiences that both excite and inform the hotel guest for permanent installed and temporary event digital signage."

An example of a joint-technology deployment between PSAV and X20 Media can be found at the Hyatt Regency O'Hare hotel in Rosemont, Ill. As the property's on-site event-technology partner for 25 years, PSAV designed a functional system that enables Hyatt Regency O'Hare guests to interact with any of 13 strategically located 46-inch digital touch screen displays. X20's Xpresenter™ platform powers the touch screen technology, enabling each unit to integrate into the hotel's content-management system to ensure the most current meeting location information is presented. The display allows guests to access information about scheduled events, facilities, concierge services, amenities and airline departures. Among the highlights of this application is a 3D map that illustrates how to navigate from one area to another, designed by X20's creative services team.

"We are delighted to extend our ongoing relationship with PSAV," said David Wilkins, X20 Media president and CEO. "Both companies have a laser focus on customer service with an emphasis on creating sophisticated, interactive content as a pivotal part of our digital signage technologies offering. Through this strategic



partnership, customers can leverage the combined expertise of X2O and PSAV to deploy a rich, interactive content solution that takes digital signage networking well beyond simple text-based displays.”

For more information on PSAV, visit [www.psav.com](http://www.psav.com). For details on the X2O Media digital signage platform, visit [www.x2omedia.com](http://www.x2omedia.com).

### **About PSAV® Presentation Services**

*PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 800 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV's goal is to turn ordinary meetings into memorable experiences so the message lasts. For more, please visit: [www.psav.com](http://www.psav.com).*

### **About X2O Media**

X2O Media is a full-service provider of technology, network management services, and content services for professional digital signage applications. The company offers a wide variety of software solutions for one-way and interactive digital signage networks. X2O's award-winning Xpresenter™ provides an end-to-end platform for the creation, management, and distribution of content at broadcast quality, and at a fraction of the time of other solutions. In addition to technology, X2O offers content design, acquisition, management, distribution, and monitoring services for digital signage networks. More information about X2O Media is available at [www.x2omedia.com](http://www.x2omedia.com).

All trademarks mentioned herein are the property of their respective owners.

-- # # # --

#### **X2O Agency Contact:**

Veronica Esbona  
Wall Street Communications  
Tel: +1 954 392 6990  
E-mail: [veronica@wallstcom.com](mailto:veronica@wallstcom.com)

#### **PSAV Agency Contact:**

Barb Worcester  
PRPRO  
Tel: 440-930-5770  
E-mail: [barbw@prproconsulting.com](mailto:barbw@prproconsulting.com)

#### **X2O Contact:**

Maria Porco  
Tel: +1 408 988 8307  
E-mail: [maria@x2omedia.com](mailto:maria@x2omedia.com)  
Web: [www.x2omedia.com](http://www.x2omedia.com)

#### **PSAV Contact:**

Greg Van Dyke  
PSAV  
Tel: 562-366-0260  
E-mail: [gvandyke@psav.com](mailto:gvandyke@psav.com)