



News Release

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Phi Media Introduces Expanded Topper Program At ATMIA/Orlando

SCOTTSDALE, AZ — Phi Media makes its grand debut in the National ATM Market Place at the ATMIA East Conference in Orlando, FL. ATMIA, is the organizing voice of the ATM industry. As an independent, non-profit trade association, their mission is to promote ATM convenience, growth and usage worldwide. As new technology emerges, new interest is sparked in the ATM Advertising and Content Management arena. Phi Media, a Tranax Certified Content Provider, has become the sole Content Management Solution to the ATM Industry providing ISO's a powerful tool in the decade to come. Teaming with Graphics Systems, a long time provider of LED ATM Signage to the industry, Phi Media now offers a Free, Self Contained Full Motion, Wireless, LCD Topper Solution for older ATM equipment. This new flexibility allows all ATM providers the ability to participate in the Phi Media Content Management Program without interfering in their traditional business.

ABOUT PHI MEDIA — Phi Media is a dynamic closed-circuit digital content provider on LCD screens and automated equipment across the U.S. Placements include point of sale locations such as convenience stores, grocery stores, movie theaters, shopping malls, airports, hotels, and stadiums on ATM cash machines, pay phones, cash registers, bill-pay kiosks, wall units and more. Content is constantly being updated to better enhance the consumer experience and engage the audience for partners and clients. Phi Media is headquartered in Scottsdale, AZ with affiliate offices in Tennessee and Kansas. For more information about Phi Media, please visit www.phimediainc.com or call 866-977-6334.

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