

Search BankerandTradesman.com

Classifieds
Records



ESTABLISHED 1872

# BANKER & TRADESMAN

THE REAL ESTATE, BANKING AND COMMERCIAL WEEKLY FOR MASSACHUSETTS *Online*

**NEWS**

Front Page  
The Teller  
Editorial and Opinion  
Design Matters  
Profile in Commerce  
Banking & Lending  
Breaking News  
Commercial & Industrial  
Residential Real Estate  
By the Numbers  
People  
Technology in the Trenches  
Work in Progress  
Real Estate Records  
Credit Records

**SUPPLEMENTS**

Commercial R.E. Monthly  
Structures

**SEARCH**

Calendar of Events  
Classifieds  
Other Publications  
Back Issues  
Records

**SERVICES**

Advertising Info  
Subscription Info  
Article Reprints  
Contact Us  
Editorial Calendar

NATIONAL NEWS

A PUBLICATION OF



## Financial Services News

### Phi Media Becomes Preferred Content Partner for Triton

LONG BEACH, Miss., June 7 /PRNewswire/ -- Triton, a global ATM manufacturer with more than 158,000 installations in 24 countries and the largest provider of off-premise ATMs and ATM management software in North America, has selected Phi Media as a preferred content partner.

The strategic partnership with Phi Media, a dynamic closed-circuit digital content provider on LCD screens and automated equipment across the U.S., will allow retailers to easily and inexpensively add advertising to their ATM networks. Phi Media's proprietary digital content, powered by the Invideo Network, entertains and engages consumers while promoting awareness of in-store retail products.

With Phi Media's wireless LCD topper that easily attaches to all Triton ATMs, retailers are able to participate in Phi Media's content management program. The program features full motion video, animation, news, weather forecasts, stock quotes and much more with advertising from local, regional and national advertisers.

"With 70 percent of all purchasing decisions made while consumers are in the store, it makes sense for retailers to promote their products at the ATM," said Triton President Brian Kett. "And, with Phi Media as a strategic partner to complement our cost-effective product line it has never been easier for retailers to harness the advertising capabilities of their ATMs."

"Together Phi Media and Triton are strengthening the ATM Industry with innovative, revenue generating solutions for distributors and retailers," said Phi Media Principle Michael Torano.

ABOUT TRITON - Triton, a global ATM manufacturer with more than 158,000 installations in 24 countries worldwide, is the largest provider of off-premise ATMs and ATM management software in North America. With a complete line of ATM solutions for retail locations and financial institutions, Triton is committed to redefining and leading the market for cash delivery systems. Triton is headquartered in Long Beach, Mississippi, and is a subsidiary of the Dover Corporation. For more information about Triton, please visit <http://www.triton.com> or call +1-228-868-1317 (U.S. toll free 800-367-7191).

ABOUT PHI MEDIA - Phi Media is a dynamic closed-circuit digital content provider on LCD screens and automated equipment across the U.S. Our placements include such point of sale locations like 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. Our content solution is constantly being updated to better enhance the consumer experience and engage the audience for our 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 <http://www.phimediainc.com> or call 866-977-6334, ext. 902.

Subscriber Login

Subscribe Online

Update Your Account

— POLL —

News Headlines from:



©2007 The Warren Group Inc., 280 Summer Street, Boston, MA 02210. All rights reserved.

Publishing Systems Powered By

