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Press Release

Source: Triton

Phi Media Becomes Preferred Content Partner for Triton

Thursday June 7, 3:04 pm ET

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 compliment 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.

Source: Triton

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