



MEDIA ADVISORY

For Immediate Release: February 17, 2020

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Anchorage Daily News to Launch Digital Out-of-Home Video Network Using Phoenix Vision SiteView™ System

The Anchorage Daily News (ADN) is the latest newspaper organization to launch a digital out-of-home video network using the proprietary Phoenix Vision SiteView™ system. The new location-based video advertising tool, delivered via displays on stand-alone newspaper racks positioned at high traffic retail locations, is a proven innovative way for the newspaper to reach consumers at the point of purchase.

With the addition of their video network, ADN will dramatically expand their reach to consumers in the community.

The screens are connected as a network and broadcast video news and advertising with other rich content including point of sale messages from retailers. The initial network will be comprised of 100 rack-mounted displays and roll out in the coming months.

We are thrilled to be a part of this exciting new product and to be able to offer our customers something more. Being able to connect them to their customers through out-of-home tactics is something we are looking forward to helping them with.” said Andy Pennington, Publisher, Anchorage Daily News

About Anchorage Daily News: Anchorage Daily News is Alaska’s largest newspaper and top news website, dedicated to accurate, timely, professional coverage of Alaska, for Alaskans. Winner of two Pulitzer Prizes for public service.

About Phoenix Vision Inc. Phoenix Vision provides innovative digital capabilities to scale business out of home direct to consumers. Using the Phoenix Vision SiteView™ system, businesses reach consumers where they shop and capture anonymous demographic information collected and delivered to partners in detailed reporting.

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