

**FOR IMMEDIATE RELEASE: CONTACT:**

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## **Most Robust Collection of Digital Signage Content Ever Assembled for Banks and Credit Unions**

**Las Vegas, NV** - Murphy & Company and Eiki Digital Systems, Inc. are proud to announce the launch of a unique digital signage content solution built on the Eiki Digital Systems express media player at the 2009 Digital Signage Expo. Murphy & Company is the premier provider of marketing programs and services to banks and credit unions across the United States. With this partnership, banks and credit unions will have access to the most robust collection of digital signage content ever assembled for the financial services community, all on a state-of-the-art digital player.

Unlike other digital signage systems which only offer starter slides, Murphy & Company clients will receive content updates throughout the year based on important changes and events in the bank and credit union markets. Recent content updates to the library of static and Flash®-based templates developed exclusively for financial institutions include messages and imagery based on the new FDIC Insurance levels, updates from popular Internet Banking and Bill Pay vendor platforms and new products such as Mobile Banking and Remote Deposit Capture.

The Eiki express digital signage system includes a content scheduling and creation web-GUI interface, where major or minor changes of content can be created, updated and broadcast to the digital signage players from any web-enabled MAC or PC. This interface empowers banks and credit unions to take control of their content, directly uploading it to their players within minutes of content approval; all without relying on a third party and the fees which traditionally go along with that process. The content interface accepts popular media formats (i.e. Flash®, JPEG, PNG and video).

Robert Grawet, General Manager of .advancedMethod, a division of Eiki Digital Systems Inc., said, "We are very excited about the early success of the express system. Banking is the first of several vertical markets we will be serving with the express platform." Grawet went on to add, "We have been working with Murphy & Company for over four years producing eVideo online education content for banks and credit unions. As we rolled out express, it was a natural fit to team with Murphy & Company again to offer their world-class content through this exciting technology."

Paul A. Murphy, President of Murphy & Company added, "We are constantly working with banks and credit unions to find the most cost and time-efficient way to communicate with their customers and members. When we saw the express platform and the power it offered to communicate in the branch, it was one of those 'WOW' moments for us.

"It is clear that banks and credit unions are having a tough year. Not only will our more efficient interface and content management features benefit the financial institutions with more robust marketing, we have also brought the total cost per branch down at the same time," Murphy went on to say.

The Murphy & Company bank and credit union content is available as part of a turn-key player solution available directly from Murphy & Company or as an additional content subscription available through any authorized Eiki Digital System, Inc. reseller or business partner.

Digital signage dealers looking for for more information or a demo of the Eiki Digital Player should stop by DSE Booth # 1119 or contact Keith Sawka with .advancedMethod, keith@advancedmethod.com or 206.973.2933.

Banks and credit unions looking for more information and a demo of the Murphy & Company content should contact Ann Schroeder with Murphy & Company, anns@mcompany.com or 888.652.8648.

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#### About Murphy & Company

Murphy & Company is a leading independent professional services company specializing in the marketing of online financial services, including Internet Banking, bill payment and presentment and related electronic commerce issues. Murphy & Company's original first-hand consulting experience empowers the company with a unique view and understanding of the needs of banks and credit unions, and sets the foundation for the tactical marketing and communications offered today.

#### About Eiki Digital Systems, Inc.

With more than a half century of experience in professional audiovisual communications technology behind it, Eiki Digital Systems, Inc. was established in 2008 to broaden the scope of The Eiki Family of Companies. Headquartered in Seattle, Washington, Eiki Digital Systems shares management and a focus on the ProAV channel with its older sibling, Eiki International, Inc. of Rancho Santa Margarita, California.