



FOR IMMEDIATE RELEASE

## **Helius Digital Signage Solution Deployed in National Malls**

### **Advertising Network at mall in Houston, TX**

LINDON, Utah -- March 13, 2007 -- Helius Inc., the worldwide leader in IPTV solutions for business, in conjunction with solution provider PlasMedia Productions, Inc, today announced the rollout of a digital signage network in regional mall properties across North America with its first location at a mall in Houston, TX. This digital signage network will provide PlasMedia Productions' clients (local businesses) a highly effective tool for attracting mall patrons to their store locations.

"Increasingly companies are turning to digital signage networks as the most effective way to get their messages in front of customers where they matter most, at the point of purchase," said Jeffrey Curtis, SVP Worldwide Sales and Marketing for Helius. PlasMedia Productions has designed this network as an innovative way to inform shoppers of products and specials and direct them to where they can purchase these items."

To help attract customer attention, PlasMedia Productions uses the uniquely styled DynaScan 360° LED video display device. Each of the video displays will be controlled by a Helius SST-Mi digital signage player. In order to simplify installation, regular updates are delivered to the Helius player via a high-speed cellular IP data network using a wireless solution provided by Internet Connectivity Group (ICG). By combining ICG's bundled plug-and-play solution(s) with Helius' digital signage technology, installation is made possible virtually anywhere, at anytime. "Our business customers are searching for new ways to reach potential customers. We believe a place-based media network offers the best return to our customers," said Dean Talley, CEO and founder of PlasMedia Productions, Inc.

#### **About Helius Inc.**

Helius provides IPTV solutions for business. Our patented expertise helps organizations implement applications like digital signage, distance learning, and corporate communications. For more information, visit [www.helius.com](http://www.helius.com) or call Jeffrey Curtis at 801-764-9020 .

#### **About PlasMedia Productions, Inc**

Founded in August of 2004, PlasMedia Productions, Inc represents a high tech development in advertising that provides a truly effective means of communicating messages to past, current and future customers. With the aid of dynamic, targeted messages displayed on strategically placed Digital Signage, PlasMedia Productions, Inc communicates their clients' message when their customers are listening -- while they are actually shopping. PlasMedia Productions, Inc

network extends through regional shopping malls owned by Simon Properties, General Growth Properties, CBL Properties and independent developers. For more information, visit [www.PlasmmediaProductions.com](http://www.PlasmmediaProductions.com) or call Dean Talley at 816-777-0353

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