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## **STRATACACHE to Showcase Digital Signage with Audience Measurement at BAI Retail Delivery Show**

### ***Technology Ideal for Financial Institutions Looking to Measure, Deliver Dynamic Messaging to Captive Audiences***

**Dayton, OH, October 18, 2010**—[STRATACACHE](#) is set to exhibit at the [BAI Retail Delivery](#) in booth 1437 at Las Vegas' Mandalay Bay Convention Center October 19-21, 2010. STRATACACHE will showcase its [award-winning digital media](#) product and demonstrate its audience measurement technology.

The one place banks find more than 90 percent of its members—at least once a month—are in its branches. As a means to achieve differentiation and strengthen customer loyalty, financial institutions are focusing more on the in-branch customer experience—and investing in digital media to do so. With digital media, financial institutions are creating unique customer destinations and reshaping their branches.

In response to this growing demand, STRATACACHE will demonstrate its digital signage software, [ActiVia for Media](#), at the show. The booth will also showcase STRATACACHE's digital signage with audience measurement.

Audience measurement technology uses simple, inexpensive USB cameras to gather basic customer information, including unique consumer impressions, dwell time, impressions per merchandised object, impressions by time of day and impressions by brand or category. The signage then immediately displays a catered message most fitting to the customer's age, gender, interests, needs and habits.

"The number of banks adopting digital media is steadily growing as marketers realize the branch's potential as a marketing medium," said Paula Polei, marketing director at STRATACACHE. "As customers juggle difficult financial decisions with the challenge of money management, banks can effectively brand themselves not just as transaction centers, but as trusted information centers where the experience increases perceived quality, brand loyalty and wallet share."

#### **About STRATACACHE**

STRATACACHE is a privately-held provider of efficient, scalable and cost-effective digital signage, IP video, content distribution and enterprise video acceleration solutions. Working with over 300 of the world's largest firms in the retail, finance, service, hospitality, manufacturing, media and government sectors, STRATACACHE's products meet the performance requirements of large-scale enterprise solutions, while immediately providing a significant return-on-investment to the customer.

For more information, please visit [www.stratacache.com](http://www.stratacache.com) or e-mail [info@stratacache.com](mailto:info@stratacache.com).