News Release

Murphy's Pharmacies Chooses ScreenScape to Expand Community-based Media Network

Media network provides on-site healthcare information to pharmacies, health clinics, and local community centre

CHARLOTTETOWN, PE - (May 31, 2011) Murphy's Pharmacies has chosen ScreenScape, the leaders in community-based digital signage, to power their own place-based media network.

"We've used ScreenScape-powered displays in several locations for more than a year now and the response has been fantastic, so naturally we have decided to expand the network," said Heather Maclean, Sales & Marketing Manager for Murphy's Pharmacies. "It's not just about our retail pharmacy locations. Our mission is to be a trusted leader in health promotion, health education, and illness prevention and we are committed to building healthier communities. We believe there are interesting applications for this technology to help us pursue this mission throughout the community."

Murphy's Pharmacies is a chain of community pharmacies based in Eastern Canada. It also operates a home health care division, a health education centre, travel health clinics, and a multipurpose community centre.

"We use ScreenScape for point-of-sale marketing," remarked MacLean, "But that's just the start. We use it to offer our community a rich source of relevant healthcare information where and when they need it. ScreenScape helps us do this across a range of different kinds of venues. Since it's so easy to incorporate community-based content, we've used our network for raising awareness for charitable causes, and for promoting local events."

ScreenScape is an online service for powering Internet-enabled digital displays which are typically wall-mounted inside physical places. In contrast to stand-alone digital signage systems of the past, all members of ScreenScape share a common technology infrastructure. This means in the process of creating content for their own local screen displays members of ScreenScape can form groups and distribute digital content such as video out to audiences inside other sites in their community. The result, says ScreenScape, is a scalable, hyper-local platform for place-based media. The technology has become increasingly popular in a variety of industries including healthcare. Murphy's marks the third pharmacy chain to embrace the platform within the last year.

Mark Hemphill, ScreenScape Founder and Chief Product Officer stated, "We are thrilled to see Murphy's Pharmacies expand its use of the ScreenScape platform. Murphy's Pharmacies is a true exemplar of our technology. They have a multifaceted business that caters to the visiting public.

They are educators and curators of important value-added healthcare information, and they are active leaders in the local communities in which they operate. Most businesses are, at least to some extent, becoming media companies. Murphy's Pharmacies has been very quick to recognize this, and I'm sure this forward thinking is part of the reason why they are leaders both in their industry and in their community."

About Murphy's Pharmacies

Murphy's Pharmacies consists of ten pharmacy locations to serve your health care needs. While the primary function of Murphy's Pharmacies is to provide the community with medication, the company's mission is to be a trusted leader in health promotion, health education, and illness prevention; committed to building healthier communities.

About ScreenScape

ScreenScape is an Internet Service and Community that offers a smarter, simpler and more cost-effective way to use screen displays in your venue. Members of ScreenScape form a community of venues interconnecting to establish a shared resource and a marketplace for exchanging content.

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