



**True Colours Distribution**

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**FOR IMMEDIATE RELEASE**

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**True Colours Distribution agrees exclusive UK deal with  
TruMedia, the leading provider of digital signage  
measurement solutions**

**Hampshire, UK, 28<sup>th</sup> July 2008 – True Colours Distribution, the UK's leading digital signage distributor, has signed an exclusive deal with out-of-home analytic measurement provider TruMedia.**

Ian Croft, business development manager for True Colours' digital media team, explains:

"With the digital signage market moving at such a fast pace, a system for gathering analytic data about a target audience is vital for an advertiser's ROI. With TruMedia, companies can accurately measure the number of viewers, assess consumer behaviour and determine the level of interest in adverts on digital signs, large format displays, end-caps and in-store product displays."

Jerry Henzen, Vice President International Sales and Marketing for TruMedia, said: "We are delighted to join forces with True Colours, a leading UK distributor with a strong digital media division, to market TruMedia's products and services in the UK. This agreement strengthens TruMedia's continually growing distribution channels. We are confident that with True Colours' high level of expertise, extensive product offering and sales and service capacity, they will be able provide the highest level of support to our customers."

Iain Campbell, sales and marketing director at True Colours, added: "This distribution agreement places True Colours at the sharp end of digital signage distribution. We have positioned ourselves as the UK's leading trade-only signage provider and our customers expect more than a box sell from us. Through our partner programme, we work with advertisers, media creators, integrators and installers to offer a truly end-to-end service. TruMedia will bring a new dimension to our digital media division."

To find out more about TruMedia, call True Colours Distribution on **01252 876300** or visit **[www.true-colours.net](http://www.true-colours.net)**.

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**About True Colours Distribution:** Based in Yateley, Hampshire, True Colours Distribution is the UK's leading technical AV distributor. Its digital media division is home to brands such as dZine, Samsung, NEC, Panasonic, Cabletime, Magenta Research and TruMedia. To find out more, visit **[www.true-colours.net](http://www.true-colours.net)**.

**About TruMedia:** TruMedia is the leading provider of real-time, automated audience measurement solutions that deliver accurate viewing measurements for out-of-home advertising. To find out more, visit **[www.tru-media.com](http://www.tru-media.com)**.