
ADFLOW NETWORKS RECEIVES POPAI'S DIGITAL SIGNAGE AWARD AT GLOBALSHOP

Interactive kiosk network for KOODO Mobile earns Bronze in Point of Purchase Advertising International's Legendary Marketing at Retail Awards

Toronto, ON (April 15, 2009) – [ADFLOW Networks](#) was awarded Bronze in the 2009 POPAI Digital Signage Awards for their interactive sales assist kiosk implementation for KOODO Mobile. The awards were staged in conjunction with GlobalShop, the largest store design and at-retail marketing show in the United States. Top winners were announced during a gala awards ceremony at The Venetian, Las Vegas.

"We are thrilled to receive this award and the recognition from such a reputable and distinguishable organization like POPAI. ADFLOW shares this award with KOODO Mobile, whose innovative vision and unprecedented creativity paved the way for this successful deployment", says Wayne Ruttle, vice president of sales, major accounts, ADFLOW Networks. "It's very rewarding for us to work with forward-thinking companies like KOODO Mobile who recognize the need to deliver an enhanced customer shopping experience by engaging and entertaining customers through the use of dynamic in-store media. Interactive sales assist kiosks enable companies like KOODO Mobile to increase sales, improve productivity and entertain and engage customers."

KOODO Mobile locations introduced consumer self service interactive touch screens, content triggering systems and LED reader board integration to effectively engage consumers at the point of purchase and inform and educate them on specific products, services and promotions. KOODO Mobile has the ability to enhance the shopping experience by quickly reacting to market conditions by changing rate plans and pricing models while providing their customers with the latest mobile products and services available in the industry. Their interactive content is centrally updated and narrowcast remotely to all kiosks across the country.

POPAI's Digital Signage Awards contest recognizes the most innovative and effective in-store and at-retail digital displays. POPAI created the Digital Signage Awards to recognize the creativity and affect digital signage has on the retail environment.

About POPAI, The Global Association for Marketing at Retail

POPAI is the only global, non-profit trade association dedicated to the advancement of the marketing at retail advertising medium as an effective method of reaching consumers at retail, where more than 70% of buying decisions are made. Comprised of 20 chapters worldwide with world headquarters in Metropolitan, Washington DC, POPAI is dedicated to serving more than 1,300 members internationally by promoting, protecting and advancing the broader interests of the Marketing at Retail industry through original research, certified education, showcasing industry excellence, trade forums and the protection of intellectual and legislative rights. POPAI is dedicated to promoting Marketing at Retail as a powerful advertising medium being rapidly integrated into the strategic marketing mix, as retail programs deliver a critical combination of brand messaging and information at the critical moment of the consumer purchase decision.

About ADFLOW Networks

A true pioneer and a leader in the industry, ADFLOW Networks has over a decade of in-store experience and offers patented technology that is innovative, scalable and simple to use. ADFLOW provides a web-hosted solution for the deployment and operation of digital signage and interactive kiosk networks, and for the online management of digital media supply chains. The ADFLOW DYNAMIC MESSAGING SYSTEM™ is simple to deploy and requires zero I.T. infrastructure. To learn more, visit www.adflownetworks.com

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