

## **ZipCast: The New Advertising Revolution Bombards East Coast**

HOUSTON--(BUSINESS WIRE)— ZipCast, a cutting edge digital advertising network, and AJ Advertising, the leader in LED advertising, signed an unprecedented deal to install digital advertising screens in 2,500 cabs in South Florida.

“If people weren’t a believer in digital advertising before, they absolutely have to be now. There is no denying the influence of this new advertising age. Digital advertising breaks the barriers of all other mediums by connecting directly to consumers where they live, work and socialize,” said ZipCast’s CEO Guillermo Amtmann.

### **Delivering Demo-Specific Information**

ZipCast’s state-of-the-art 10” screens broadcast advertising, public service announcements and relevant community news including special events and local attractions. Exclusive software applications remotely schedule attention grabbing content to reach targeted customers by specific day part or demographic.

Arie Corcos, CEO AJ Advertising commented, “This partnership will literally light up the industry by bringing digital advertising in to focus for media buyers and advertisers. By delivering millions of impressions a month, ZipCast and AJ Advertising blow away the old standard of reach and frequency.”

### **Expanding Advertisers’ Reach**

Amtmann continues, “Advertisers can increase their reach, broaden their exposure and dramatically improve their clients’ ROI. This is another guaranteed opportunity to reach customers and influence their buying decisions.”

“As the technology grows, we have the capacity to grow with it. We want to turn every static sign into a digital one. It’s a more powerful visual and selling avenue for all parties involved,” said Josef Haziza CEO AJ Advertising.

### **About ZipCast**

ZipCast is on the cutting edge of technology outpacing the competition in building a multi-cultural digital advertising network. ZipCast provides strategic advertising screen placements in restaurants, taxis, supermarkets and other high-traffic locations. ZipCast enables clients to target and reach their customers, improve brand equity and increase ROI. Meanwhile, giving clients complete flexibility to manage campaigns and change creative. For more information, visit [www.zip-cast.com](http://www.zip-cast.com).

### **About AJ Advertising**

AJ Advertising is the leader in promoting businesses by mounting advertisements onto a state-of-the-art LED display panel. This new technology uses exclusive LED illumination to redefine typical out-of-home signage. This new way of mobile advertising reaches a higher concentration of viewers in major traffic locations such as: airports, bars, clubs, sport events and other attractions. For more information, visit: [www.advertisingtaxi.com](http://www.advertisingtaxi.com).

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