

CORPORATE FACT SHEET

FOUNDED IN 2003

39 Employees

WEBSITE

www.popstarnetworks.com

EXECUTIVE TEAM

Tom Reed, President & CEO

Steve Hagenlock, CTO

Corporate Overview

Popstar Networks is a digital media software and services company. We specialize in the development, deployment and management of digital signage networks for medium-to-large, multi-location retailers, quick-service restaurants and healthcare organizations.

Through a combination of technology platform, products, and industry-specific solutions — Popstar Networks is extending and enhancing the power and impact of multi-channel marketing and merchandising programs in-store and on-premise — reaching consumers and target audiences at their point of presence or purchase.

SOLUTIONS AND SERVICES

Popstar Networks combines an unmatched technology platform with our products and services to deliver advanced, digital signage network solutions for specific industries, including:

- **QSR / FAST CASUAL RESTAURANTS** – digital menu boards, order confirmation, interactive and self-service kiosks, POS and mobile integration, proximity and audience monitoring.
- **RETAIL** – digital pricing, service and merchandising signage, interactive and self-service kiosks, POS and mobile integration, proximity and audience monitoring, wireless broadband.
- **HEALTHCARE** – self-service patient check-in, interactive patient education, wayfinding, interactive staff information and training, social and mobile integration.
- **CUSTOM INTERACTIVE SOLUTIONS** – custom content strategy, creation, development, testing and deployment of interactive kiosk networks.

TECHNOLOGY

Popstar Networks' technology platform leverages highly contemporary software, and network architectures within a proven commercial cloud-computing environment, combined with a unique national wireless broadband delivery. This approach provides powerful, flexible, secure and highly scalable digital media management solutions, speeds server deployments and integration with existing systems and hardware, while also allowing data-intensive rich media content to be deployed across various digital signage networks small and large.

We have developed and continue to build on the following technology foundations:

- Increasing use and acceptance of cloud computing server technologies
- SaaS-based software preference
- Pervasive broadband availability
- Use of Internet scale technologies
- Prevalent use of well-documented open architectures, systems and languages
- Emerging standards around enterprise content
- Integration of 3rd party systems and devices
- Use of non-proprietary open systems



Hallmarks' Crown Center uses Popstar Networks technology to power visitor kiosks throughout their complex.

KEY CLIENTS

- Cinema Scene Marketing
- Safeco Insurance™
- Hallmark Crown Center
- Garmin®
- Kahala Corp
- Casey's General Store
- JetSet Media
- Exam Room Interactive
- Global Spectrum
- Stryker® Healthcare



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