

Hercules Networks' ACMs Now Available to Major Advertising Agencies through rVue, Addressable Advertising Exchange for Digital Out-of-Home



Released on: June 25, 2009, 4:26 am

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Industry: [Advertising](#)

New York (June 24, 2009) – Hercules Networks, which offers Automated Charging Machines (ACM's) for cell phones, PDAs and mp3s in theme parks, malls and bars in top DMAs throughout the country has recently enrolled its expansive digital signage network into rVue, Argo Digital Solutions' addressable advertising exchange for digital out-of-home (DOOH).

ACM's offer convenience to those on-the go, as well as a highly targeted advertising medium for the major advertisers trying to reach them where they make purchasing decisions. Projecting a growth of more than double its number of screens by 2009, Hercules' CEO Paul King's initial attraction to Argo's rVue exchange was its simplicity and automated 'pay-per-click' approach to DOOH, reminiscent of Google and eBay's models for the Internet.

"It's an incredible challenge to engage an audience for any length of time through advertising, but ACM's can do just that by providing a 10 minute captive audience while customers wait for their phone, PDA or Ipod to charge," said Paul King, CEO of Hercules Networks. "The partnership with rVue will dramatically increase our ability to offer a simple and integrated out-of-home solution to advertisers and media planners."

Last month, Argo launched an enhanced, next generation version of rVue, which connects digital out-of-home networks with a growing list of advertising agencies and media planners looking to reach targeted consumers while they are on-the-go and near the time of purchase. This

development has generated a second quarter, six figure digital media buy through the platform by a leading provider and innovator of eye care services, with an anticipated result of more than 9 million impressions. rVue's automated approach is unique to the industry, has reduced the average time it takes to create a media plan in DOOH and allows advertisers and outlets to control the process.

"This is truly a pioneering and long-awaited technology that has come alive thanks to Hercules Networks," notes Jason Kates, CEO of Argo Digital Solutions. "We now have the ability to give our advertisers the opportunity to utilize customized brand content and cutting-edge technology to drive sales with access to a more captive audience than ever before. ACMs are a huge step in the development of DOOH."

NY-based Hercules Networks produces and distributes Automated Charging Machines (or ACM's) that charge consumers cell phones while they are on-the-go. A rapid, 10-minute charge gives the consumer a quick boost of juice, and gives advertisers a 10-minute captive audience. ACM's can charge up to 18 devices simultaneously by providing the most common charging tips on every ACM. The company recently installed charging stations at the Boston Celtics Stadium through a partnership with ATT, and is also negotiating to put ACM's in Las Vegas casinos. Visit www.herculesnetworks.com for more information.

Argo Digital Solutions, Inc. is the leading digital media and technology company that provides innovative solutions that moves the analog to digital. Through rVue, Argo's addressable advertising exchange with an Internet based, 'pay-per-click' approach, high-traffic venues can access HD video content, create play lists, dramatically enhance the shopping experience and monetize their network. Advertising agencies can reach their target audience at or near the time of purchase. The technology is platform-agnostic and can work independently or layer on most current industry applications. From its headquarters in Fort Lauderdale, Fla., Argo has served the nation's most respected and recognizable brands including AutoNation, Blockbuster and Subway with innovative technology solutions that drive ROI. Learn more at www.argodigitalsolutions.com and www.rVue.com.

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