



DAT Media place in top 10 of Australia's Smart50 list

Digital signage specialists DAT Media place seventh on Smart50 list

Digital signage specialists DAT Media have placed in the top 10 of the 2010 Smart50 Awards list of growing SMEs in Australia.

The Smart50 list, which has been published by SmartCompany for the past four years, ranks Australia's 50 fastest-growing SMEs in the 2009-10 financial year by their average annual revenue growth over the past three years.

"The Smart50 continue to be at the forefront of the big trends in Australian business, such as the push towards a green economy. They're also masters at using technology to get the jump on their competitors," says SmartCompany publisher Amanda Gome.

DAT Media, which was established in 2003, placed seventh overall among 49 other innovative and aggressive businesses in several different industries.

"To be placed in the top 10 is such an outstanding result for us," says DAT Media Managing Director Andrew Becker.

"The company has gone from strength to strength in the past three years and it's fantastic to get some recognition for that.

"We're very fortunate to have successful national retailers as core long term clients who continued to perform solidly throughout the GFC whilst working with DAT on new initiatives. The digital signage industry is also growing rapidly as more people become aware of the many benefits it has to offer to increase sales, reduce costs and stay ahead of competitors through the press of a button. What we offer is a very effective solution for many businesses."

To be eligible for the Smart50 Awards, companies must have more than \$500,000 in annual revenue. DAT Media, which posted growth of 113% over the past three financial years, was one of two media groups to make the top 10. The top spot went to solar panel wholesaler Carbon Management Solutions.

DAT Media specialises in digital signage and point of sale digital solutions such as queuing, interactive kiosks and in-store radio. For more information please call 07 5575 7798 or visit www.datmedia.com.au.

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