



## DAT Media Launches New Website

Digital signage specialists DAT Media Sales Pty Ltd have launched their new company website.

Digital signage specialists DAT Media Sales Pty Ltd have launched their new company website after months of redevelopment.

The website replaces the existing website which has served the company for the past three years.

Since DAT Media started operations in 2003 the business has grown considerably and a new website was required to showcase the breadth and depth of digital solutions being offered, in addition to providing a portal for existing and potential new clients to engage with the company.

"I started this business seven years ago focussing on in-store radio. Now the business has moved into developing digital signage, touchscreen kiosks and queuing systems for major national retailers, as well as radio for retailers and companies – it's been phenomenal how far we've come and we needed a new website to reflect this change and growth in our offerings", says Managing Director Andrew Becker.

DAT Media developed its unique Content Management System (CMS) two years ago, which differentiates the business from other digital signage providers.

Mr Becker says the company's focus has always been to provide a custom fit solution for any client and this is made possible with the unique CMS system.

"We built our own CMS after using other systems, which allowed us to develop features that significantly improve functionality. The benefit of a home grown proprietary system is that we can develop and add specific features based on our clients requirements, something not easily achieved with other CMS systems available in Australia and New Zealand today," says Mr Becker.

The new website features information on the new areas of the business in digital signage and queuing solutions as well as examples of their current in-store media systems in BIG W stores nationwide.

Sales Manager Kym Mitchell says "We wanted the website to be very user friendly and clearly explain the nature of our business – in digital solutions and advertising. We also wanted to include more photos, videos and examples of our work to showcase exactly what we can do".

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

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