



St Bede's Mentone Tigers score with DIY advertising via cloud using EzeAds from LogicalTech Digital.

Supporters and club members visiting the St Bedes/Mentone Tigers get to see EzeAds cloud-based content management for on premise DIY advertising launched by LogicalTech Digital.

The St Bedes/Mentone Tigers Amateur Football Club south east of Melbourne, has started using EzeAds for local business sponsors and club members to strengthen this Victorian Amateur club that has an outstanding reputation. This sponsorship deal by LogicalTech and Advertiles in support of the St Bedes/Mentone Tigers enables them to create and drive their own messages of congratulations and notify special events to members while also offering local business sponsor visibility at club games and functions on a network of large format TV screens.

The low cost and easy to use EzeAds cloud software enables Fiona Lawrence, a volunteer with the St Bedes/Mentone Tigers, to assemble ads, awards and messages using Powerpoint and then automatically publish the ad campaigns to the cloud. Then Fiona simply nominates which displays will play the campaigns at the scheduled times the St Bedes/Mentone Tigers want to promote their sponsors messages.

"EzeAds supports a wide range of content including videos, animated messages and all Powerpoint presentation features. With this tool the Tigers can dream up very creative ways to feature their players, reward sponsors and further financially strengthen the club" said John Allison, CEO for LogicalTech Digital.

"LogicalTech Digital and Advertiles are pleased to support the St Bedes/Mentone Tigers. It's a great fund raiser tool for the St Bedes/Mentone Tigers that utilised existing screens and devices in the clubhouse so no expensive investment was required" Cassidy Poon, National Marketing Manager for LogicalTech added.

Advertiles Software R&D Team, created EzeAds for global use on "any size – any location" digital network that includes existing indoor TV screens and networks, and outdoor HDMI compatible displays including the proprietary Advertiles plug and play large size LED screens. Having been trialled in beta sites for 6 months and now live with the St Bedes/Mentone Tigers, its exciting to see EzeAds used to make a difference to the ease and flexibility of content management over digital networks.

To find out more information about LogicalTech Digital and EzeAds please visit: <http://www.logicaltech.com.au/digital-signage/digital-signage>

To connect with Technology Leaders for Insights and Ideas please visit: www.logicaltechgroup.com

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If you have some ideas, opportunities or applications for this newly launched EzeAds and require further product & marketing information please contact: John Allison CEO LogicalTech Digital Email: johna@logicaltech.com.au Direct: (+61) 3 8643 6467 Mobile: (+61) 425 741 972 Level 7, 446 Collins Street, Melbourne, VIC 3000

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