

# LevelVision™:College Available to Major Advertising Agencies through rVue, Argo Digital Solutions' Addressable Advertising Exchange for Digital Out-of-Home



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Roanoke, VA and Fort Lauderdale, FL (June 5, 2009) – Digital outdoor and LCD technology innovator LevelVision LLC has recently enrolled its expansive digital signage network in college bookstores into rVue, Argo Digital Solutions, Inc.'s (Argo) addressable advertising exchange for [digital out-of-home](#) (DOOH). With digital signage in almost 300 college bookstores in 234 cities across 44 states, LevelVision™:College joins rVue's rapidly expanding directory of outlets connecting to media planners, major advertisers and paid advertising.

LevelVision™:College's widespread coverage includes 49 of the top 50 DMAs, 11 of 12 NCAA Division I conferences and utilizes BroadSign Open. The company's initial attraction to Argo's rVue exchange was the quality of its technology and its automated "pay-per-click" approach to digital out-of-home, reminiscent of Google and eBay's models for the Internet.

"The decision to integrate BroadSign Open and rVue into our venue-based ad network was an easy one. LevelVision specializes in inventing innovative media technology solutions. Through rVue, our unique and impactful digital floor screens will be accessible to a wider range of ad agencies looking to reach college students – when they're on-campus and at-retail. It is a powerful solution that helps monetize networks with an easy to use, web-based user interface," says Bob Martin, President and CEO of LevelVision LLC, who was formerly an award-winning media director at Universal McCann.

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. rVue's automated approach has reduced the

average time it takes to create a media plan in DOOH and allows advertisers and outlets to control the process.

"LevelVision's floor-based video screens, as seen in the LevelVisionTM:College bookstore network, deliver an unavoidable and attractive advertising impression - truly an innovative and engaging way to reach 18-24 year old college students. Their locations are high-quality, high-traffic and highly desirable to advertising agencies targeting this often difficult to reach demographic," notes Jason Kates, CEO of Argo Digital Solutions. "We are proud work with LevelVision and welcome their network into rVue."

**About Argo:** Argo Digital Solutions, Inc. (Argo) 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, FL, 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 [argodigitalsolutions.com](http://argodigitalsolutions.com) and [rVue.com](http://rVue.com).

With offices in San Francisco and Roanoke, LevelVision is a media solutions company that brings advertising and information to previously unreachable, highly desired public and retail commercial locations. Its extensive patent portfolio provides it with a worldwide market for dynamic displays that deliver digital advertising and informational messages that are highly engaging to consumers in out-of-home locations. The Company's media solutions are scalable, network-capable, and easy-to-use right out of the box. For retailers, LevelVision(TM) provides a new source of recurring revenue from in-store advertising and increased sales. For brands and advertising agencies, LevelVision(TM) effectively engages people closer to the point of decision, creating a new marketing dimension ("proxemic marketing") that is micro-targeted. For more information, please visit the company's website at <http://www.levelvision.com>.

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