

NobelVision's Digital Network of Dental Offices Partners with rVue's Out-of Home Search Engine



Released on: August 7, 2009 5:30 am

Author: [Argo Digital Solutions](#)

Industry: [Advertising](#)

Camas, Washington (August 6, 2009) – NobelVision™, a digital out-of-home network comprised of nearly 700 professional dental offices throughout North America, has recently joined the growing list of rVue network partners. rVue, the digital out-of-home search engine developed by Argo Digital Solutions (Argo), offers advertisers a unique and cost effective way to reach the highly targeted, affluent and able-to-buy audience captured by this healthcare venue.

Created for and owned by Nobel Biocare, the world leader in esthetic dental solutions, the NobelVision™ Network is operated by Creative Marketing and Merchandising Media Solutions (c3ms) and delivers entertaining and informative programming to a captive audience of patients and caregivers in reception areas of oral surgeons and general dental practitioners throughout the United States and Canada. In addition to continued development within North America's market, this rapidly-growing network is poised to expand to Europe, the Middle-East, and Asia in the near future, aggressively taking its current 1,000 screens to 2,500 screens by year-end 2010.

NobelVision™ is a customized in-office channel of dental healthcare information specifically designed to deliver quality educational, informational and entertainment segments to a targeted, health conscious audience via an IP-based, networked narrowcast system. With dwell times exceeding 30 minutes, the NobelVision™ Network provides advertisers with a unique opportunity to market their products and services to a captive audience with known demographic and statistical data. Through full-motion, full-color video content, NobelVision™ engages their audience at a time when they are highly attentive and receptive.

"We are looking forward to benefitting from Argo's expertise and understanding of how digital out-of-home media should be viewed and

positioned within the planning, buying and execution cycles,” states Ray Heiser, President and CEO of c3ms’ NobelVision™ Network. “The rVue search platform has taken an innovative approach to DOOH advertising, giving our network a unique opportunity to be targeted by advertisers and agencies on a global scale.”

c3ms is a premier integrator/operator of digital signage solutions in medical and dental reception areas. Creative marketing and merchandising media solutions from c3ms deliver value for practitioners by helping them grow their practice. For patients, value is provided through informative and entertaining programming while they wait for appointments. Advertisers have access to a highly-targeted, able-to-buy captive audience.

NobelVision™ adds yet another place-based media outlet to rVue’s extensive list of advertising venues. rVue’s full-cycle media search engine platform is unique to the industry in that it empowers media planners and advertisers with the tools necessary to search target markets, plan media campaigns, place network advertising, upload and distribute high-quality content and monitor their reach, simplifying the process of buying digital out-of-home.

“NobelVision’s™ network model and overall development strategy geared towards accelerating their growth over the next few years is impressive,” says Jason Kates, CEO and founder of Argo Digital Solutions. “The global expansion projected for their network will reinforce the power and scalability that rVue’s automated platform brings to the digital out-of-home arena and we are proud to welcome them into rVue.”

To learn more about NobelVision, visit www.NobelVision.com. For more information on rVue, visit www.rVue.com.

Contact Details: Dawn Rahicki
Argo Digital Solutions
900 SE 3rd Avenue, 3rd Floor
Fort Lauderdale, FL 33316
954-525-6464
954-525-4245 Fax
dawne.rahicki@argodigitalsolutions.com
www.argodigitalsolutions.com

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Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)