

PINNACLE COMMUNICATIONS CORPORATION REPRINT



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Pinnacle Communications Corporation Joins The Digital Signage Federation®

The Digital Signage Federation (DSF), the independent not-for-profit trade organization serving the digital signage industry that supports technological advancements and innovations in the digital signage industry has recognized Pinnacle Communications Corporation as a new member in good standing and officially welcomes Pinnacle Communications Corporation to the digital signage industry.

The Digital Signage Federation is governed by an independent board of volunteers consisting of industry professionals that reflect the varied makeup of all the constituents in the digital signage industry. Elected by vote, each member serves for a period of two years. The Digital Signage Federation is the only non-profit group that provides peer-group help, information, certification and resources for companies in the digital signage industry.

Membership in the DSF entitles each member organization to enroll up to five individual members who are invited to serve on the committees, which recommend policies and programs designed to grow the digital signage industry, create business opportunity, and expand member benefits. (See: www.digitalsignagefederation.org)

The Digital Signage Federation annually hosts a variety of regional networking events and sponsors Digital Signage Expo held in Las Vegas in March at the Las Vegas Convention Center. This conference is the largest trade show for digital signage held annually, which is the place to see the most state-of-the-art innovations before competitors get a chance to deploy them.

The digital signage industry relies on the Digital Signage Federation as an independent voice that promotes the technological advancements of the industry as a whole. Among many of its accomplishments to date, the Digital Signage Federation has established widely accepted and referenced privacy standards, provides reduced-cost certification for industry professionals, and a process – free to potential technology purchasers - for requests-for-information (RFIs) to ensure appropriate and comprehensive digital signage solutions from the most qualified partners in the industry

About the Digital Signage Federation

DSF's Mission is to support and promote the common business interests of the world-wide digital signage, interactive technologies and the digital out-of-home network industries. The DSF is a not-for-profit independent voice of the digital signage industry reflecting the diversity of its membership. It promotes professional recognition through certifications, continuing education, conferences, publications, and presentations offered by the DSF and affiliate groups. It provides government lobbying to leverage the collective strength of members and represent their interests at the higher levels of government and the community. The DSF provides leadership and networking opportunities focused on building a strong foundation for the advancement of the digital signage industry. For more information, visit www.digitalsignagefederation.org.

About Pinnacle Communications Corporation

Pinnacle Communications Corporation is an end to end technology solutions provider to the Lodging and Hospitality Industry, with over 550,000 guestrooms and 6,000 hotels under service contract.

Pinnacle has been a trusted technology partner to the hospitality industry for over 27 years. As technology has evolved, Pinnacle has lead the way and diversified its product portfolio and bundled its technology solutions to launch Hotel 360.

As an end to end solution provider, Pinnacle offers hotels High Speed Internet Access, Digital Telecommunications Solutions, IPTV, Cloud Hosting Solutions, Digital Signage and Kiosks. Pinnacle will soon be launching its bundled Digital Signage packages that will include Interactivity, wayfinding and beaconing technologies. All bundled solutions are supported by Pinnacles 24x7 Network Operations Center.

For more information about our Digital Signage Solutions, please visit www.pinnaclecommunications.com or call (800) 644-9101.