



## Press Release

### **Americhip Launches Video Rail Video Display System to B-B Market**

*New multi-video display system changes visual advertising paradigm – transforms and empowers businesses with new communications tool*

Los Angeles, CA - [Americhip®](#), the leading manufacturer of Multisensory® advertising and marketing solutions, announced today the general availability of their newly released Video Rail™ video display system.

The Video Rail, part of the [Americhip Studio Collection](#), is an extremely vibrant and dynamic multi-video display system targeting the point-of-purchase and visual advertising markets. Used as either an informational or promotional delivery tool, the 'six display video billboard' can be used to showcase everything from an artisan's works, to the latest in gaming software and theatrical releases, to promoting the newest car or delivering visually descriptive information at a museum display.

"Video Rail is the next evolution in digital signage and sets a new standard for engaging audiences in a unique fashion to deliver compelling and impactful visual messages in a variety of settings," noted Americhip CEO Tim Clegg. "Car companies can use Video Rail to promote a new car or technology – using each of the six screens to visually tell a story," added Clegg. "Retailers can promote their latest consumer products; or real estate agencies can use Video Rail to promote their listings to the whole family in a much more intimate and engaging way – crafting visually appealing content to both spouses and children. Moreover, three Video Rails can be linked to create an even more visually exciting communications tool – the possibilities are endless."

The Video Rail integrates six side-by-side, 4.1 inch high resolution video display screens into a sleek metal enclosure measuring only 26" (W) x 3" (H) x 2" (D) and weighing 4.3 pounds. The new display system features long life a-Si TFT LCD (amorphous silicon Thin Film Transistor Liquid Crystal Display) screens with high brightness and contrast, low reflection and a wide viewing angle. Finished video content is software transcoded to an AVI file and input to each high resolution display and accompanying video processor/memory unit via a USB port. In turn, each screen can

playback up to 45 minutes of unique video content. The low-voltage, low-power multi-display system can also be mounted or hanged individually; stacked or linked up to three units to create a vivid 18 screen video montage.

“Video Rail gives the business-to-business community a compelling alternative to traditional print advertising, single video display or static signage in delivering their brand message with a low total-cost-of-ownership and continually high return-on-investment – a win-win for all,” concluded Clegg. “We will continue to drive innovation while further establishing our technological leadership in Multisensory advertising and marketing systems by working closely with our partners to develop enabling solutions to better serve our customers.”

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## **About Americhip**

Americhip, Inc., headquartered in Los Angeles, California, is the nation's leader in the design, development and manufacture of Multisensory<sup>®</sup> advertising and marketing technologies. Americhip produces a full range of products that incorporate video, audio and lighted microchip technology and dimensional print for magazine inserts, print collateral, direct mail, packaging, shopper marketing, premiums and specialty gift cards. Americhip recently invented, commercialized and patented Video in Print<sup>®</sup> technology, an innovative marketing communication solution that delivers video directly into print, packaging and point of sale executions. The company has earned a reputation as an innovative partner who can help Fortune 500 companies reach and engage their target audiences in a wholly unique manner. Americhip has sales offices throughout the US, Europe, Asia and Australia; with manufacturing facilities in California, Mexico and China. For more information about Americhip, call 888-702-3382 or visit us at [www.americhip.com](http://www.americhip.com).