

Distec GmbH Introduces 2005 Expansion.

"New and improved product range with increased features give customers freedom to customize Outdoor."

HEINSBERG, GERMANY – On September 29, 2005 - Distec GmbH introduced its 2005 product line featuring four new models and a range of added options to their existing products that double the range of the Outdoor Advertising. The line includes the new SKY TOP Scroller that exceeds the 150 m2 of advertising space, new line of modern BUS SHELTER'S with combination of LED and TFT screens, Scrolling technology and service information, the Digital Media with a range from normal SMD-LED's through MEGA LED's, and as an added value Tri-Vision's form different sizes and specification.



"We are proud to introduce such a robust product line in 2005. We're giving our customers what they've been asking for: more range, more customization options and more diverse opportunities," said Michael John Kaczmarek, Distec GmbH's International Marketing & Sales Director. "The new SKY TOP along with the LED models are the most striking Outdoor Advertising product we've ever released - and they're available with quality and options that deliver incredible range. The new products in combination with our improved range will enable both the advertising companies and our clients to attract, establish and enjoy the outdoor advertising growth like never before."

"The original Distec GmbH product line with its superior service has established itself as being technologically innovative, as well as amazingly reliable and useful," said Guido Schrammen, Distec GmbH's CEO of design and engineering. "We are very proud of Distec's track record within the customer satisfaction. Our new products build on this reputation, with range improvements, new opportunities and bold new design implementations."

The outdoor industry is building a clear communications channel with the consolidation of a comprehensive assortment of diverse formats that can extend a brand message into the heart of any community. The medium's ever-expanding mix of traditional and non-traditional forms can target any consumer group, large or small. It's a network that reaches people in their cars or on subways, in airports and malls, or in any number of growing outdoor media settings. Outdoor is roadside, outside and inside, above and below ground.

More Power

Now, our product line is twice as attractive. Distec GmbH within this year have worked with several client groups on large tenders to address the requirements, to develop a total strategy for it's clients along with their architects and designers to meet a total solution. The new product line along with the improvements and added values are available on most of their units for outdoor advertising systems and deliver impressive range of variations or customizations across. Distec products are very low-maintenance, have a long service life and can operate constantly (24/7) at different temperatures, from extreme low to very high temperatures both indoor and outdoor.

All Distec models are customized and are available right away, taking the production time of 90 days into consideration, It's really a short time for outdoor advertising product to be designed, architected and produced as unique that will start generating the future of clients security and business future.

Distec's focus on constant preservation of power consumption, lowering maintenance and improving on the technology which is what clients expressed a strong appreciation for and believe that Distec is paving the future with the right attitude of business model.

More Attitude

Products have been redefined under several aspects for clients, as innovative, soothing into the architectural surroundings with more of a gentle appeal to the eye, as they do get lots of attention from every day traffic whether it may be close to a highway or point of sales.

If we look beyond billboards, a whole new field of advertising formats has emerged to impact consumers head-on during the course of daily activities. Originally developed to bridge gaps in urban canyons, the alternative outdoor products have today grown into a sophisticated and viable million euro business. The beauty of these ad forms is the targeting they provide, the variation and appeals to the peoples reaction like technology and their synergy within micro markets.

With implementations of backlit logos, or corporate colours, whether it may be with special company signature of model or specific night glowing effect, it does bring the brand value of Distec clients - the media company into perspective without the extensive multi branding costs of advertising.

The biggest ever scrolling billboard (10 meters wide by 14 meters high) is just the thing that could have been expected from Distec, as one of the first companies to have a registered World Guinness Record in 2000 for the largest than scrolling billboard of 12 meters by 3 meters. This leading producer of outdoor advertising systems is something to keep an eye out, the corporation is a survivor and going strong where so many other companies that have gone out of business within the last 3 years, the management, the structure and strategy seems to be right in line with what the clients, the market and the future is expecting.



More Options

Today, Distec GmbH also released the improved versions of our XXL line with a more of a quiet sounding system of scrolling the images, this system allows therefore more possibilities of wall installations without worrying about the noise factors than would be transferred into the building or closer to a more of highly trafficated pedestrian area.

"With the introduction of new XXL silent running products, we can bring the proven technology of dynamic stabilization for remote on-wall or off-pavement environments without the noise effect," said Michael Schoeining, Distec GmbH's CEO of Marketing and Sales department, he added, "The extended range of product and added options throughout our new global strategy allows us to fulfil the gap between market expectations from clients and the commercial aspect of what is available on the market, we bring the confidence into clients future."

Another added value into the company is that Distec have hired a well experienced and knowledgeable person into this growing global corporation, it is Francois Barraya, the new Sales Manager. His experience within similar business in the recent passed have allowed Distec to seize his experience and welcome him into a new era of business leaders within.

"Distec will be more directive with client relations through our new comer and we feel that the synergies and methodology of Mr. Barraya suites right in line with our strategy and

growth into the next decade,” said Michael John Kaczmarek, Distec GmbH’s International Marketing & Sales Director. We welcome everyone to visit our new reengineered and user friendly website for further information about our strategy, our direction, our client service and finally the entire variation of product information with specific ranges. – www.distec.com -

About Distec

DISTEC was established in 1999 by two veterans of the interior display industry, Michael Schoening and Guido Schrammen. Constant client demands for more upscale out-of-home media products than existed at that time provided the impetus for the new company.

With six years of experience developing and manufacturing innovative out-of-home media products, the Corporation have repeatedly proven it selves to be groundbreakers and industry leaders.

“As Distec, we believe there is no other manufacturer anywhere that develops innovative and dynamic products with such frequency, consequently contributing so significantly to the technology and efficiency of the out-of-home media industry. Ambitious development projects and optimal attention to every step in their implementation are hallmarks of our corporate philosophy. Through our global network we successfully meet the demands of our international clients, always with great attention to budget and scheduling requirements”, a supported statement form Mr. Michael John Kaczmarek – International Marketing & Sales Director.

DISTEC firmly believes that the best out-of-home media solutions are driven by specific client needs, rather than from imposing existing, defined products into every project. We actively encourage individualization of existing products, or even the development of new products, to satisfy the vision of our clients and their architectural advisors. This ensures that our products not only function properly, but are also aesthetically pleasing, and integrate tastefully into your architectural or urban environment.

Distec is a registered trademark of Distec GmbH in Germany and in other countries.

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