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# news release

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## **Anode Launches FireSign – Cutting-edge, Digital Signage**

***The right message to the right audience at the right time.***

NASHVILLE — Anode unveils its first retail software product, FireSign—dynamic digital signage. FireSign delivers the right message to the right audience at the right time. The power of FireSign is it offers immediate access and control of your message or advertising, anytime, anywhere.

FireSign reaches audiences with targeted messages utilizing motion, video, and sound for increased awareness. Flexibility is inherent, and messages can change easily as promotional or informational needs dictate. FireSign's robust structure empowers companies to target their message to dozens of locations or specific messages to each location.

"Since the seamless installation of FireSign, we noticed that our guests are actually taking the time to watch the entire message which means they will be informed about all our programs and events," says Brenda Woodington, former Visitor Services Manager of the Frist Center for the Visual Arts. FireSign's unique technology creates messages that stand out over traditional, static print media.

FireSign is the next generation in digital signage from Anode, a leading digital media company. "I have been extremely pleased with the service and support provided by Anode. They provide superb customer service, professionalism and enthusiasm to all that they do." Woodington points out. Anode has a long history of delivering compelling messages via all types of media for both small and large enterprises.

"With FireSign, we enable our customers to create timely messages with maximum impact. Although the marketing purposes of FireSign are almost limitless, its greatest benefit is the amount of control it gives you to target your message to a very specific location or broadcast it to many. You can control reach and frequency from a central locations, and changes are simple to administer," says Chris Lee, Vice President of Technology at Anode and FireSign's product manager.

Founded in Nashville, Tennessee in 1991, Anode provides our clients with digital solutions to educate, entertain, and motivate. In addition to FireSign, we develop marketing and sales tools, produce meetings and events, and create interactive media for corporations, museums, education and non-profit institutions.

For more information on FireSign, visit [www.firesign.anode.com](http://www.firesign.anode.com), email [firesign@anode.com](mailto:firesign@anode.com) or call (615) 742-1490.