



SEATTLE, WA. -- March 1st, 2010, -- **SignSwift, LLC** announced the immediate availability of signswift.com, a service that makes digital signage accessible and affordable to everyone. Using SignSwift, small businesses, offices, churches, schools and others can replace printed signs and posters with dynamic digital images that are easier to update, attract more attention and cost less overall to operate.

“Digital Signage” is the application of LCD and Plasma displays to display advertising and other messages. Mostly used for digital out of home (DOOH) advertising, digital signage is playing a growing role as a communication medium for many forms of communication including notices to staff, employee of the month posters, schedules for meeting rooms, check-in procedures at doctor’s offices, guest greeting signs in hotels, and menu boards in restaurants.

Digital Signage has several benefits over traditional printed signs and posters: with its bright colors and good nighttime visibility it is better at grabbing attention, unlike a poster it can communicate more than one message in the same space, it’s easier to update, and it can be cheaper than printing.

With the advent of lower cost LCD TVs, moving to digital signs is now affordable by any business or organization with a retail outlet, office or other physical presence. SignSwift provides the software that allows people to make their own signage, simply and quickly.

Users can pick images from a vast library of creative commons licensed images made available in SignSwift or can upload their own personal or purchased stock-photo images. Next they can add text using rich templates and clear fonts designed for visibility, arrange their slides, and download a complete package onto a flash memory card (USB stick etc.) for their chosen playback device.

SignSwift works with all formats of monitors and LCD TVs from 2” to over 100”. It works with low cost digital photo frames or dedicated advertising players connected to larger screens. For PC playback SignSwift also includes the SignSync software that can drive multiple monitors with the same or different content.

SignSwift is the only digital signage product on the market today to include such easy access to content and ‘pixel-perfect’ rendering support for a full range of monitors and TVs.

About SignSwift, LLC

SignSwift, LLC is a privately held corporation based near Seattle, WA. You can find them on the web at <http://www.signswift.com>. SignSwift, LLC is focused on making it easy for small businesses to get the benefits of digital signage that have up to now been the preserve of major retailers. SignSwift, LLC was founded by Ian Mercer, a pioneer in digital mapping, consumer video editing and social networking. His first startup, NextBase Ltd. was the original route planning and mapping software company, it sold to Microsoft in 1994. At Microsoft Ian ran the Geographic Business Unit responsible for Expedia Streets and trips, MSN Maps and MapPoint; he invented Windows Movie Maker and Microsoft Producer, holds 15 patents and one Guinness world record. At MyFamily.com Ian ran the engineering team for MyFamily.com, a leading social network. Now at the helm of SignSwift, LLC Ian hopes to bring the ease of use of Windows Movie Maker to the field of Digital Signage. SignSwift is a proud member of the Microsoft BizSpark program and an active user of Amazon’s web services.

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