



For Immediate Release

DON BLANTON, PRESIDENT AND CEO OF THE WOW FACTOR®, INC., TO DELIVER ADDRESS AT INTERTECH'S POWER SIGNS 2005 CONVENTION IN LAS VEGAS

Blanton to Address Process of Creating Digital Signage Content

NEW YORK, NY, October 19, 2005 – Don Blanton, president and CEO of The WOW Factor®, Inc., leader in the creation of digital content for large-scale outdoor electronic displays, will address hundreds of the digital signage industry's top professionals on the topic of "creating digital sign content" at Intertech's Power Signs 2005 conference in Las Vegas on Wednesday, October 19 at 9:00 a.m. at the Palace Station Hotel and Casino.

Blanton's remarks lead off "Session 5: Issues and Opportunities," and will focus on understanding the marriage of content with technology. Blanton will discuss content engineering, the dos and don'ts of creating eye-catching content and dayparting for more effective results. The session will culminate with Blanton presenting case studies on the various major Times Square projects that The WOW Factor has spearheaded and produced.

"I'm looking forward to leading the discussion on creating digital signage content and explaining how to capture the attention of an audience, especially in a locale like Times Square, that has so many other competing elements. Despite the challenging location, The WOW Factor has managed to thrive in the heart of Times Square and I'll be sharing some of my experiences using specific examples from projects I've created and what I've learned after so many years in the business," said Blanton. "And of course, I can't think of a better place for a conference about digital signs than Las Vegas. I'm excited to play a role among so many other professionals who are right on the cutting edge of all the new technology and trends in the industry."

Power Signs 2005 will be the first conference to bring all of the elements of the industry supply chain together to analyze digital signage from a business perspective. Media owners, content providers, sign suppliers, advertisers, analysts, and others connected with the digital signage industry will examine the costs and effectiveness of digital advertising, market and technology trends, and consumer awareness and acceptance. Participants will assess the prospects for digital signage in numerous applications through presentations, question-and-answer sessions, and panel discussions.

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The WOW Factor®, Inc. is a creative agency and production company that is the leader in the creation of digital content for large-scale outdoor electronic displays. Founded by Don Blanton, the WOW Factor®, Inc. specializes in the production and management of content which includes 2D/3D/Flash/animation, interactive programming, ad trafficking/scheduling and digital distribution systems for the out of home market including large spectacular outdoor electronic billboards. The WOW Factor® has created the largest and most successful sign campaigns in Times Square for Coca-Cola, Pontiac, Panasonic and Discover Card as well as sign production for several casinos along the Las Vegas strip. In addition to serving as the Master of Ceremonies for the Times Square New Year's Eve Celebration since 2001, Don has spent the last ten years spearheading sign content, Times Square live events as well as producing specific segments of the Times Square New Year's Eve Celebration for the presenting sponsors.

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