



Mirada Media, Inc.

**Contact:** Eric Morello  
info@miradamedia.com  
Ph: (514) 789-1989, ext. 5103  
Mob: (514) 262-3754

FOR IMMEDIATE RELEASE

## VASCO TRAVEL TO PROMOTE VACATION DEALS WITH MIRADA MEDIA DIGITAL SIGNAGE

Vasco Travel, a network of travel agencies headquartered in Quebec and Ontario, has selected Mirada Media to provide and manage the infrastructure and platform of their storefront digital signage network in Zellers stores.

Montréal, Québec, May 21 – Vasco Travel, a network of travel agencies specializing in cruises, packages, and tours, have included digital signage as part of their new turn-key franchise package and partnership with the Hudson's Bay Company (HBC), that will see Vasco outlets opening in Zellers stores across Canada. Montreal-based Mirada Media has been chosen to provide the technological platform, setup and network management of the signage architecture.

New Vasco-Zellers outlets will be outfitted with two 40" commercial-grade HD LCD panels, one at each side of the entrance to the agency, each powered by Mirada Media's ChannelView player. The distribution of content will be done via Mirada Media's head office in Montreal.

“As a technology leader in the travel industry, digital displays were a logical response to an extensive advertising campaign orchestrated in affiliation with HBC,” says Guillaume Racine, director of technology at the Atrium Group, Vasco's parent company. “We had to be innovative and make a big splash in all our branches, which was possible with digital signage,” he adds.

Branded as Vasco TV, the network will feature a variety of videos and images to attract shoppers to the agency, inform them of the latest vacation deals, promote Vasco's participation in the HBC Prime Points loyalty program and Deferred Payment Plans, and display advertising from preferred suppliers. Dynamic content, such as vacation hot-spot weather feeds, will also be shown to entice shoppers into booking the vacation of their dreams.

“Our agencies and their customers love our new screens. For them, it is a colorful and innovative way to attract the eyes of their customers in the highly charged environment of a department store. Moreover, the flexibility of content display immediately attracted our partners, who see digital signage as a novel and professional approach to promotion,” says Mr. Racine.

The first Vasco-Zellers outlets were opened in Quebec and Ontario, where Zellers has 56- and 105-store footprints, respectively. Vasco Travel's three-phase expansion will continue into 2012, at which point they plan to be in 80% of Zellers stores across Canada. The Atrium Group, Vasco Travel's parent company, which has more than 160 travel agencies in 7 provinces across Canada, also plans to bring digital signage to other agencies under their banner in the near future.

### About Vasco Travel



Mirada Media, Inc.

Vasco Travel is a subsidiary of the Atrium Group, a network of over 160 travel agencies that operate in 7 provinces across Canada. Vasco Travel and Gama Travel Group were named Best Travel Agency in the province of Quebec in 2004, 2005 and again in 2008. A team of 25 employees is always available to assist franchisees with all aspects of successfully operating a Vasco Travel agency. Vasco Travel also offers unique tools to help franchisees rise above the competition, such as their groups and cruises network department, an Intranet, training programs, a marketing and advertisement development plan, a special “Service to Members” hotline, an events and corporate travel organization division, the most complete search and reservation platform for travel agents on the market, a reward and loyalty program, Web advice, and much more.

### **About Mirada Media**

Mirada Media is a Montréal, Québec-based full-service provider of digital signage technology and creative design services. The company has extensive expertise in content design and efficient digital signage network management. Mirada Media also offers marketing strategy services and multimedia design that complement any digital signage initiative. For more information about this press release or the digital signage industry, please contact Mirada Media at (514) 789-1989.

###

**Contact:**

Eric Morello  
info@miradamedia.com  
7950 rue Vauban, suite 201,  
Anjou QC H1J 2X5  
Canada  
Ph: (514) 789-1989