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## **Ascend Integrated Media Providing Mobile and Digital Media for Digital Signage Expo in Las Vegas**

**Overland Park, KS (February 22, 2011)** – Ascend Integrated Media LLC, and its operating brand Ascend Media, is providing the mobile and digital marketing media for the 2011 Digital Signage Expo in Las Vegas Feb 22-25.

Ascend is providing an online coverage through an electronic daily newspaper, an online buyer's guide, an email program including pre and post event distribution as well as a mobile app and texting program.

“Helping our clients move into the digital and mobile world of marketing communications is very gratifying for us. This is the first time we have had a client do an online only version of their show daily newspaper. Allowing exhibitors and attendees, as well as those not at the show, to receive the digital updates online and on their mobile devices allows for greater consumption and audience reception.” Maria Arnone, vice president media development for Ascend Integrated Media

According to Cam Bishop, CEO Ascend Integrated Media, “the industry the Digital Signage Expo supports is on the cutting edge of technology, so communication is vital to the professionals they serve. Providing both digital and mobile access to the show's daily news is something we are very excited about being able to provide. With our team of content, design and digital experts in-house, we are able to provide these types of products to our clients with the service and commitment that they expect and deserve.”

**About Ascend Integrated Media** - [Ascend Integrated Media](#), LLC and its operating brand Ascend Media, is a custom media company, established in 1982 in Overland Park, Kansas. Ascend Integrated Media is uniquely positioned to work with companies to develop and produce brand-enhancing communications products. The company engages on behalf of the client to create and manage print and digital content associated with marketing, branding and social media initiatives. Ascend's suite of fully integrated products and services includes print and digital magazines, newspapers, newsletters, membership directories, product buyers' guides, exhibit guides and maps, hotel door drop services, healthcare study guides, patient care information, event-related websites, smartphone and client-specific hand-held device application development, as well as social media account management and targeted text and text couponing services.