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FOR IMMEDIATE RELEASE

Directional Audio Manufacturer Dakota Audio Marks Entry Into Digital Signage Marketplace

Directional Audio Company Comes to Market With New Focused Speaker for Digital Signage

Austin, TX August 25th, 2008—[Dakota Audio](#), the global leader in full range directional audio devices, announced today its official entry into the digital signage marketplace with its plans to exhibit at the Digital Signage Expo East in Philadelphia, PA next month.

According to Dakota Audio's founder and CEO, Lynn Mader, "It's the natural evolution for the marketing of our [directional audio arrays](#). If you get right down to it, we have been producing directional speakers for flat panel displays like those used in digital signage since Dakota Audio's inception over ten years ago."

Prior to digital signage's retail advertising application for flat panel displays, the most common need for controlling sound electronically was in the museum market. Museums were very quick to appreciate that greater control of audio between exhibits would increase the museum's ability to have more exhibits on display in close proximity to each other. Over the past ten years Dakota Audio has been able to realize over three quarters of the museum industry as their clients.

"Our decision to formally enter the [digital signage](#) market was brought about by the requests from our customers," said Mader, who went on to say, "Their vocalizing a need for a high quality directional audio solution that according to them didn't exist in the digital signage market was a big factor in our decision. So far the response has been overwhelming and manufacturing is struggling to keep up with demand."

Next month Dakota Audio is set to release a new mini line array that is the result of specific customer feedback. This all new directional speaker will maintain the hallmark of all Dakota Audio products with a very small form factor and great sound.

About Dakota Audio

Founded in 1995 by Lynn Mader, Dakota Audio pioneered the development of very thin directional audio arrays with full range sound reproduction. The company's product line includes line arrays, overhead, and underfoot or floor mount arrays and are used in environments where sound quality and control is paramount. Dakota Audio arrays are used in [museum exhibits](#), kiosks, healthcare and retail environments, and as part of digital signage solutions all over the world. Notable users of Dakota Audio Directional Arrays include: Smithsonian Institute, Sports Museum of America, Country Music Hall of Fame, US Holocaust Museum, National Constitution Center, Stax Museum of American Soul Music, and many more. Dakota Audio is headquartered in Bismarck, North Dakota with its sales division in Austin, Texas. More information is available at [dakotaaudio.com](#).

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