



e l i q u i d M E D I A I n t e r n a t i o n a l I n c .

[www.eliquid.com](http://www.eliquid.com)

1 800 561 7525

FAX: 519 253 0337

VOICE: 519 973 1930

Media Release February 13<sup>th</sup>, 2009

## **firmCHANNEL'S patent pending application published by United States Patent and Trade Mark Office.**

Eliquid Media proudly announces that on January 8<sup>th</sup>, 2009, the United States Patent and Trade Mark Office published application #**20090012880**, "User interface for creating and displaying digital signage". As firmCHANNEL continues to prove its value in the marketplace, the publication of this pending patent helps to bring further validity to the advanced technology.

An abstract from the application includes the following claim;

*A **digital signage** network is provided comprising a browser based user interface, a management center, at least one media player and at least one digital display unit. In certain embodiments the browser based user interface allows for a user to create, manage and edit a digital scheduling program via the **digital signage** network. In certain embodiments the browser based user interface comprises a template community feature, a photo editor feature, a news management feature, a logo manager feature, a video playback feature, a live access feature, a network player status viewing feature, a granular scheduling feature and a dynamic template feature.*

"The firmCHANNEL digital signage solution includes a very unique and innovative web based user interface. The technology behind it allows for the creation of management of content very quickly and easily. We felt it was imperative to protect the uniqueness of this technology. We are very excited that our patent-pending application is now published by the United States Patent office." Stated Lou Tortola CEO of Eliquid Media

Since developing the firmCHANNEL digital signage solution, Eliquid Media has sold over 1000 systems through its network of license distributors. FirmCHANNEL currently powers expansive networks across many industry verticals, including; banking, hospitality, retail, manufacturing, corporate communications, healthcare, and transportation.

"The firmCHANNEL has proven to be a robust and scalable solution. This Patent submission reflects visionary and pioneering technology that offers truly unique flexibility for developing professional content that is both dynamic and rich" Further states Lou Tortola.

### **About firmCHANNEL**

eliquidMEDIA International is a developer of innovative web-based tools and equipment for the digital signage industry. In business since 1996, the Windsor Ontario based company has provided new-media solutions to customers Worldwide. With employees based in Canada, U.S.A, and Italy, the company supports a growing network of independent distributors and re-sellers who are licensed to sell their products. Visit: [www.eliquid.com](http://www.eliquid.com) or [www.firmchannel.com](http://www.firmchannel.com)

###

For additional information contact James Messina, Business Development Manager at 1.800.561.7525 x236 or [James@eliquid.com](mailto:James@eliquid.com)