



Truliant Federal Credit Union Installs Digital Signage from Captive Indoor Media in 13 Member Financial Centers

Captive Indoor Media announced today that Winston-Salem, NC based Truliant Federal Credit Union has installed their digital signage software system in 13 Member Financial Centers across the state. The Captive Indoor Media package replaces a legacy system which had previously been in use.

Louisville, KY ([PRWeb](#)) April 19, 2007 -- Captive Indoor Media announced today that Winston-Salem, NC based Truliant Federal Credit Union has installed their digital signage software system in 13 Member Financial Centers across the state. The Captive Indoor Media package replaces a legacy system which had previously been in use.

"We are very pleased to add Truliant to our growing list of Credit Union customers," said Brian Nutt, President and CEO of Captive Indoor Media. "Truliant is one of the largest Credit Unions in the country and we look forward to not only working with them, but learning from them as well. They take a progressive approach which we hope to carry into other customer relationships," added Nutt.

Prior to installing the Captive Indoor Media system, Truliant had been managing a system which did not give them a high level of flexibility with media file formats or scheduling capability and demanded they use proprietary equipment to run the system.

"We were drawn to Captive Indoor Media because of their deep understanding of our industry, the lack of proprietary equipment necessary to run their system, their vast library of financial product content and an incredibly easy to use interface," said Kelly Minor, Marketing Coordinator with Truliant Federal Credit Union. "We looked at several systems before deciding to purchase from Captive Indoor Media and after using their system for several months, we could not be happier with our decision. Now, no matter where I am, I can simply open up a web browser and access the system. From there I can select media and schedule based on time of day, day of the week and location," added Minor.

The Truliant project began with a pilot of the Captive Indoor Media system in 2 Member Financial Center locations. After a 2 month pilot, the decision was made to make the full switch to Captive Indoor Media and roll the system out to the remaining 11 Member Financial Centers. The installation was handled by Captive Indoor Media personnel and was completed in 5 days.

"Captive Indoor Media handled our needs professionally from the very minute we came across them," said Kelly Minor. "From the initial needs analysis and pricing proposal to training and final system implementation, we have been very impressed. We would absolutely recommend Captive Indoor Media to our colleagues in the industry," added Minor.

About Captive Indoor Media

Captive Indoor Media is the leading provider of networked digital signage software solutions. Captive Indoor



Media manages content creation, equipment procurement and software design and has installations across the United States. Its headquarters are in Louisville, KY. For additional information, visit www.captiveindoormedia.com or call (502) 896-0947.

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