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FOR IMMEDIATE RELEASE

VISIX PARTNERS WITH ORCATV FOR CAMPUS CONTENT SERVICES

Award-winning digital signage software company joins with communications company to provide tailored content solutions for higher education campuses.

ATLANTA, GA – APRIL 2, 2013 – Visix, Inc. announces a strategic partnership with OrcaTV, who design and manage communications programs to connect with students in a dynamic and engaging way with digital signage on campus. The companies have agreed to develop cooperative sales, marketing, and [technology initiatives for the higher education](#) market.



“OrcaTV offers a service that fits perfectly with our business model,” says Trey Hicks, Chief Sales Officer. “Our higher education clients often need guidance or new inspiration for how to reach their audiences. OrcaTV introduces a fresh content perspective that involves students in their own communications, as well as an opportunity for a school to recoup revenues through advertising by local businesses. Visix has always followed-up our technology sales with a consultative approach to ensure our clients’ communications are effective – OrcaTV is a high-powered tool to add to that arsenal.”

With today’s technologically savvy students, the university community is shifting towards new forms of on-campus media. Orca creates and manages communication programs that enhance the university experience while adhering to the overall education mission and values by promoting student involvement, campus information, emergency alert notifications, while reducing costs through an accountable, data-driven solution.

Visix’s [digital signage software](#) is used by more than 700 campuses for daily announcements, news, weather and video streaming. Higher education has been the focus of the company for more than twelve years, and is the fastest-growing business segment for both software and creative content services.

“Visix is one of the most innovative digital signage providers for higher education, and we’re extremely excited and privileged to work with their team who has unparalleled knowledge in the market,” says Rajiv Shenoy, CEO of OrcaTV. “Through our partnership, we’ll be able leverage their industry leading technology to provide a fully managed solution to drive student engagement and behavior, provide valuable analytics, integrate emergency alerts, and a platform for local and national brands to connect with students - all at a cost savings to the university.”

Through Orca’s managed solution, they curate, vet and manage student generated content - usually videos - and help universities deploy them on the appropriate screens. Orca works closely with students and administrators to fully utilize the entire Visix technology while reducing the administrative management.

About OrcaTV

Orca TV is an on-campus video network for student and faculty-created content that has been proven to enhance and foster campus engagement while integrating and displaying existing emergency alerts. By creating efficiencies around programming and content solutions, Orca has streamlined the curation and management process to help save costs to an institution while providing a powerful platform for local and national brands to connect with students. Learn more about Orca TV solutions and services at www.orcatv.net.

About Visix

Visix, Inc. designs, develops and supports a suite of browser-based digital signage products that allows users to create, manage and schedule organizational communications from anywhere and to deliver messages and media to virtually any endpoint. The company offers digital signage software, [meeting room signs](#), and applications for targeted messaging to desktops and portable devices. Learn more about Visix digital signage products and services at www.visix.com.

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