



Vyoma Media Invited to be the First Indian Member of Digital Place Based Advertising Association (DPAA) joining its International Membership Ranks

Putting Indian Digital Signage on the Global Map, Vyoma to manage the Indian Chapter and integrate DOOH best practices from around the world

27th June 2017, Bengaluru: The Digital Place Based Advertising Association (DPAA) announced that Vyoma Media has joined the organization. Vyoma, based in India, is country's leading out-of-home digital media solution company, engaging more than 120 million consumers per month with curated programming shown at ticket counter screens in railway stations across the country. Vyoma technologies with its intelligent digital display network across the country has progressively strived to integrate technology and creativity to turn brand awareness into contextual engagement and customer adoption.

"Vyoma Media has created a vibrant network of screens that reach a captive audience with an average dwell time of 15 minutes—a great recipe for success in the digital out-of-home space," said Barry Frey, President & CEO of DPAA. "As a leader in out-of-home technology and monitoring, Vyoma has much to contribute to our collective efforts to grow the DOOH sector."

Shoumitro Goswami, Chief Operating Officer, Vyoma Media, said, "Barry and his team at DPAA are doing a great job in leading the charge to increase revenue for our industry, and we are excited about becoming a part of this effort. Vyoma has been at the forefront of adopting new technologies to increase consumer connect while ensuring both measurability and engagement."

With this announcement, Vyoma hopes to build awareness and credibility to the dynamic digital signage market in India and elevate the impact of the medium through real time adoption of technological advances.

The DPAA is a digital out-of-home marketing association that has created a strong community environment in which members drive and promote their digital capabilities. The DPAA is a business accelerator and concierge/consultant for members, who enjoy numerous benefits.