Vericom Joins Forces with LG Electronics at HIMSS 2010
to Provide Dynamic Content for Healthcare Digital Signage

Alliance brings together ChannelCare™ content with LG high-def displays for healthcare applications

Atlanta, Ga. (March 1, 2010) – Vericom Corporation, a Roswell, Ga. -based healthcare communications company, will be showcasing its ChannelCare™ digital signage healthcare content in the LG Electronics Booth (# 4403) at the 2010 Healthcare Information Management System Society (HIMSS) conference this week for the second year. ChannelCare™ is an internal communications tool that combines customized messages and high-end graphics, displayed on high-resolution LCD screens.

Using LG's sleek high-definition (HD) commercial displays, Vericom's ChannelCare™ delivers a wide variety of high-resolution messages, including HD video and 3D animated patient education content, to carefully targeted healthcare audiences. This proprietary content is displayed in multi-channel formats to emphasize the many different ways a hospital can communicate with its patients and visitors, physicians, and staff, with a focus on promoting quality and safety.

"Bringing compelling content to high-definition LG displays gives hospital administrators exciting new ways to communicate with their diverse audience," says Tim Wright, director of Healthcare Sales, LG Electronics USA Business Solutions. "Vericom content complements LG's broad array of digital display solutions for healthcare installations."

"A successful digital signage campaign in healthcare requires relevant and dynamic content and an organization that can support the unique challenges that healthcare communications present," says Robert J. Loeb, president and CEO, Vericom. "We welcome the opportunity to display our unique digital signage content on LG monitors to highlight the impact that HD custom content can make in changing audience behavior."

Vericom is an official distributor of LG commercial products and includes high-definition LCD monitors from LG Electronics as part the Vericom digital signage healthcare solution. A Vericom representative will be on hand at the LG booth to discuss the company's content and software capabilities.

Vericom's ChannelCare™ digital signage and SoundCare® on-hold messaging enable hospitals and other healthcare care organizations to better promote their service lines, improve patient safety, support branding efforts, recruit employees, and more. Vericom has been exclusively serving healthcare providers with turnkey communications solutions for 21 years. Call 800-800-1090 or visit www.vericom.net.

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