

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Display Executive:

We are pleased to tell you that the April issue of **CREATIVE** will carry a **Creative Spotlight – High Tech Point-of-Purchase**.

From interactive kiosks to animated digital signage to new LED illumination systems, an array of new technologies are impacting point-of-purchase advertising. **The Creative Spotlight – High Tech Point-of-Purchase** will showcase some of the best recent examples of new display technologies.

We invite you to participate in this feature by submitting a full color image and brief description of a point-of-purchase sign or display that your company has recently created that incorporates a new technology. The story will focus on all types of high tech point-of-purchase applications, including interactive kiosks, digital signage, lenticular, LED electro-luminescent and other illuminated and animated signage technologies, and 2D Barcodes and Quick Response Tags that tie point-of-purchase materials to mobile marketing programs.

Please send material and disks to us by April 22. We want to thank you for your help and support for this story. If you have any questions or wish to discuss, please call me at 516-378-0800 or e-mail me at larry@creativemag.com.

Sincerely,

Larry Flasterstein
Publisher

LF/sb
Enc.