



## **GameStop and Right Media Solutions Bring New Digital Video Network Media Players to More than 3,800 GameStop Locations**

*New Commercial Chrome-Based GameStop TV Network is secure and robust*

**GRAPEVINE, TX and NEW YORK (Oct, 2018)** – GameStop Corporation, the world's largest video game retailer, and Right Media Solutions (RMS), a digital media software and services company, today announced a new in-store digital video network upgrade to over 3,800 GameStop locations operating on new Commercial Chromebox media players.

The newly upgraded network offers digital delivery of content and advertising to high definition screens. GameStop TV features product promotions, game previews, developer interviews and other customized content, as well as advertising targeted to the millions of video game enthusiasts GameStop serves each month.

Right Media Solutions recently completed the network upgrade of 3900 Chromebox media players for GameStop. The project was successfully piloted in 25 initial locations and a sub rollout to 300 locations. Building from the results of the pilot and sub rollout, the RMS team was able to complete the full network roll out in just over 7 weeks. The Commercial Chromebox media players are cost effective and powerful. The flexibility of the Chrome Operating System now provides a solid platform for the delivery of our client's highly dynamic content demands. Beyond traditional media, the players offer the seamless integration of HTML5 content as well as onboard Eddystone Beacons. These features provide the tools required for the network to evolve in-step with advancements in digital signage technology and consumer attribution.

"GameStop is gaining more brand traction every year, and part of our success is creating a fun, exciting store environment where our customers like to hang out," said Mark Qualls, vice president of operations at GameStop. "The digital GameStop TV network will add a new dimension of excitement and community to our locations, while at the same time providing excellent opportunities for advertisers."

"We are very pleased to provide a digital media network solution to GameStop" said Jeffrey Martin, President and CEO, Right Media Solutions. "The targeted, flexible nature of this platform is an ideal way to reach on-the-go consumers using a dynamic and measurable solution. We are committed to making GameStop TV a leading digital media network."

### **About GameStop**

[GameStop](#), the world's largest video game retailer, offers the best selection of new and pre-owned video gaming consoles, accessories and video game titles, in both physical and digital formats. GameStop also offers fans a wide variety of pop vinyl toys, collectibles, board games and more. Through GameStop's unique buy-sell-trade program, gamers can trade in video game consoles, games, and accessories, as well as consumer electronics for cash or in-store credit. The retailer operates thousands of locations around the world under the GameStop, EB Games and Micromania retail brands. Fans can find their local GameStop store using the company's online [store locator tool](#).

To get the latest news on video gaming and gear, follow GameStop on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#). GameStop, EB Games, and Micromania are part of GameStop Corp. (NYSE: GME), a global specialty retailer that makes the most popular technologies affordable and simple.



### **About Right Media Solutions**

Right Media Solutions offers turn-key digital signage solutions by developing plans, procuring and testing equipment, implementing the roll-out and providing on-going support services. The company's headquarters near Boston provides a unique layout that allows it to offer warehouse and logistic solutions while simultaneously providing testing and development centers. Additionally, RMS provides data analytic services to ensure your signage is effective and optimized.

Through the development of interactive content and dynamic digital signage media, RMS is driven to enhance brand awareness and create deeper consumer experiences that translate directly into increased revenue and customer satisfaction. Our creative team can develop messages that drive your brand. We develop content for video walls, menu boards, wayfinders, video displays, interactive kiosks and mobile platforms.

Right Media Solutions, based in Salem MA, is privately held. For more information, visit [www.rightmediasolutions.com](http://www.rightmediasolutions.com).

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