Eileen Fisher Chooses ScreenScape To Power Video Displays at Retail

IRVINGTON, NY, and CHARLOTTETOWN, PE - (May 21, 2015) Eileen Fisher Inc. ("Eileen Fisher") announced today it has partnered with ScreenScape Networks ("ScreenScape"), a leading provider of place-based media software solutions, to power video displays in Eileen Fisher retail showrooms.

"We find video to be an effective way to share the rich stories that are behind our clothes, our employees and our social responsibility practices" said Clarence Faison, Manager of Information Systems for Eileen Fisher. "Naturally, one of the most important places to do this is at stores where Eileen Fisher clothes are available for purchase. ScreenScape gives us a simple yet powerful way to execute this at retail, helping us to coordinate our marketing efforts with store managers and add value to the experience of buying Eileen Fisher".

ScreenScape makes software that helps businesses connect and control screens over the Internet. Using a simple plug & play device, provided by Dell, ScreenScape customers can turn any screen into a connected digital sign. Once a screen is connected it can be updated, monitored and managed over the Internet using ScreenScape.com.

"We're constantly looking for ways to communicate more effectively with Eileen Fisher customers. It wasn't until we discovered ScreenScape that we found a video distribution platform that was both powerful and practical to use. ScreenScape allows us to leverage our existing investments in online video and social media and use them in a very local context," added Faison.

About EILEEN FISHER

EILEEN FISHER has been creating effortlessly chic clothes for the past 30 years. Designed with pure shapes and fine fabrics, the collections offer sophistication, comfort and style that lasts. As a socially conscious company, EILEEN FISHER is a pioneer in eco-friendly fashion and in supporting global initiatives that empower women and girls. The clothing is sold at more than 60 EILEEN FISHER retail stores in the US, Canada and the UK, as well as at major department stores and eileenfisher.com.

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Brand marketers and retail networks use the technology to publish digital signage content on screens inside their stores. Health clinics, university campuses and other kinds of venues use it to engage and entertain their visitors. It's part of a growing technology arena called place-based media that is rapidly turning TV screens outside the home into location-specific media channels.

For more information, please contact:
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