



## **For Immediate Release**

Contact: Mark Allen  
403-777-0036  
AllenM@QuorumDMS.com

### **Quorum and VenueVision Announce Alliance and Integration**

*Quorum DMS Customers Can Use High-Impact Media to Improve their Customers' Experience*

**Calgary, AB, November 1, 2011** -- Quorum Information Technologies Inc. (Quorum) announced today an alliance with VenueVision Media Systems, a leading provider of digital communications solutions, including digital signage, designed to deliver promotional advertising to dealership showrooms and service departments, and value added time sensitive information through integration with Quorum's dealership and customer management system, XSELLERATOR™.

“Quorum continuously strives to offer our customers leading technology and integration. VenueVision® fits that directive by offering high impact media presented on flat panel displays strategically situated throughout the dealership and includes information directly out of XSELLERATOR,” said Mark Allen, Quorum's Vice President of Sales, Marketing and Services. He continues, “In a time when electronic communication is becoming more prevalent, our customers are demanding new ways to communicate electronically with their customers. VenueVision®'s ability to deliver service appointment info and updates to vehicle status during servicing via a vehicle status display in the customer lounge fits Quorum's vision.”

Quorum will push service appointment and repair order information directly to VenueVision® so that the information displayed is timely and relevant in the service department. Additionally, the status display in the service department allows the dealers to include advertising content such as new product videos, OEM advertising campaigns and service specials.

David Kinnear, President of VenueVision®, stated, “Our goal is to enhance the customer’s experience by improving communication utilizing multiple touch points including in store signage. First impression and perception that dealers are employing advanced communications solutions leads to a better experience and improvement in CSI scores. Integration with Quorum’s dealership management system, XSELLERATOR , opens the door for us to provide our solution to Quorum customers”. VenueVision’s solution can email service status changes or completion to clients and integrates the information into the dealer’s website. These features contribute to lower call volumes to the service department from customers checking the status of their service, and improve customer satisfaction and retention.

VenueVision® also offers several solutions for the showroom and business office including digital kiosks with touch screens designed to showcase vehicle features, iPad and tablet customization including wheel stand kiosks, market accessories, options and warranty information, VenueVision also integrates with Auto Trader and One-Eighty to provide a featured vehicles channel.

### **About Quorum**

Quorum is a North American company focused on developing, marketing, implementing and supporting its XSELLERATOR product for GM, Isuzu, Chrysler, Hyundai, KIA, Nissan, Subaru, NAPA and Bumper to Bumper dealerships. XSELLERATOR is a dealership and customer management software product that automates, integrates and streamlines every process across departments in a dealership. One of the select North American suppliers under General Motors’ IDMS program, Quorum is the second largest DMS provider for GM’s Canadian dealerships with 25% of the market. Quorum is a Microsoft Partner in both Canada and the United States. Quorum Information Technologies Inc. is traded on the Toronto Venture Exchange (TSX-V) under the symbol QIS. For additional information please go to [www.QuorumDMS.com](http://www.QuorumDMS.com).

### **About Venue Vision**

VenueVision® provides reliable, innovative and cost effective Digital Signage and Database Integration solutions that deliver time sensitive information and advertising to a wide range of clients in several sectors including automotive, retail, professional sports, airports, governments and corporations in both Canada and the United States. VenueVision® is recognized as a leader in the Digital Signage industry and is continually developing new applications to provide enhanced value and return on investment for their clients. For additional information please visit [www.VenueVision.com](http://www.VenueVision.com).

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.

# # #