

## **Go Auto chooses ScreenScape Digital Signage to boost brand and promote services**

*Retail Automotive company with range of insurance and financial services creates digital signage network to unify and connect their growing organization*

Edmonton, AB and Charlottetown, PE ([PRWEB](#)) December 17, 2015 -- ScreenScape Networks Inc, announced today they have been selected by Go Auto, the largest automotive group in Western Canada, to create a digital signage network across their 40+ locations.

ScreenScape makes software that helps businesses connect and control screens over the Internet. Using a simple plug & play device, 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.

“ScreenScape stood out from the rest as a modern, easy-to-use solution that would be relatively easy to deploy,” said Shaun Guthrie, Go Auto’s Director of Information Technology. “ScreenScape Connect plugs into existing TVs and after connecting to Wi-Fi our playlist just starts playing. The entire setup process was so simple that we’ve just deployed an entire digital signage network in under a month. I love that I can now manage the playlists for all of our locations from one central account. We offer a wide variety of services so these displays will allow us to better communicate with our customers, promoting the many facets of our business while they visit any one of our locations.”

ScreenScape describes the solution as a smarter way to get started with digital signage. Their plug and play device helps to minimize set up costs as it can be plugged into the HDMI port of any existing TV. Once a screen is connected it can be managed, updated, and monitored over the Internet using ScreenScape.com.

ScreenScape’s Chief Revenue Officer, Mark Binns, noted, “We are very excited to have another strong Canadian company with deep roots in the Auto and Insurance industries joining the ScreenScape family. Go Auto was looking for a scalable plug and play solution to effectively promote their product and services to local audiences while maintaining brand control from the central marketing group—and ScreenScape was just the right solution.”

### About Go Auto

The largest automotive network in Western Canada, Go Auto is comprised of more than 41 locations offering sales, service, finance, insurance, and collision repair. Go Auto currently has over 10,000 new and used cars and trucks and represents 21 new vehicle brands: Ford, Lincoln, Dodge, Chrysler, Jeep, Ram, Hyundai, Kia, Mazda, Nissan, Honda, Acura, Fiat, Volkswagen, Infiniti, Toyota, Scion, Mitsubishi, Land Rover, Jaguar, and Porsche. Go Auto's 30-Day Exchange Privilege, Loyalty Rewards Program, Guaranteed Price Policy, and large-scale purchasing power are just a few of the reasons why they are recognized as an industry leader in customer satisfaction.

Visit <http://www.GoAuto.ca> to find out more.

### About ScreenScape Networks



Earlier this fall ScreenScape announced the arrival of a major update to its SaaS-based solution, ScreenScape for Groups, that aims to make life easier for content managers, and anyone with aspirations of operating a large scale digital signage network.

To learn more visit [ScreenScape.com](http://www.screenscape.com) or browse our Youtube channel at <http://www.youtube.com/screenscapenetworks>.



**Contact Information**

**Lorrie Jollimore**

ScreenScape Networks

<http://screenscape.com>

+1 (902) 368-1975 Ext: 326

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