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**For Immediate Release:**

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## **Madonna Makes an Appearance on Noventri Digital Menu Boards at Minute Maid Park**

*Madonna takes over Noventri menu boards at food stands located throughout Minute Maid Park in Houston, Texas. Dynamic menus and live video feed of the concert created an awesome experience while waiting in line at the stadium.*

Smithsburg, MD, April 13, 2009 – Madonna fans never missed a minute of the sold-out concert as they purchase goodies from food stands at the Minute Maid Park. The stadium's club level digital menu boards, previously installed by Noventri, provide tasteful and dynamic menu solutions with a live video feed of the concert to attendees.

Madonna performed at the Minute Maid Park on November 16, 2008 for her *Sticky & Sweet Tour*. Noventri's Content Creation and Management Team, who continues to create and manage content for the stadium's menu boards, created digital menus that featured Madonna and her tour with a video feed that encapsulated the live concert to prevent fans from missing any part of the show.

Earlier this year, Noventri worked side-by-side with Minute Maid Park and Aramark, the stadium's food services and facilities management contractor, to install digital menu boards on the Club Level of the stadium. The digital menu boards are remotely and dynamically updated and offer a live video feed for ultimate fan satisfaction.

The Minute Maid Park, located in Houston, Texas and home to the Houston Astros, opened its doors in 2000 positioning itself as the first stadium in Houston to have a retractable roof, a natural grass playing field and to showcase many high-tech video boards throughout.

For more information about Noventri's Menu Boards or other digital signage solutions, contact Judy L. Hoffman, Public Relations & Marketing at 1-800-359-1858, ext. 211 or email at: [judyh@noventri.com](mailto:judyh@noventri.com).

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**Noventri- a Division of Specialized Communications Corp.** Noventri has been a leader in manufacturing, sales, service, and installation of Dynamic Digital Signage since 2004 and its parent company, Specialized Communications Corp., has served the broadcast and professional video industry since 1985. David Linetsky is President, Andrew Hoffman, Vice President and Wil Conklin, Director of Sales and Marketing. Noventri is located at: 20940 Twin Springs Dr., Smithsburg, MD 21783-1510. URL: [www.noventri.com](http://www.noventri.com)

**Minute Maid Stadium / Astros** – located at 501 Crawford St., Houston, TX. URL: <http://houston.astros.mlb.com>