



# PRESS RELEASE

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## ***Taxi! Take Me To A Nice Restaurant!***

### **Taxi Video Guide Signs Distribution Agreement with DDS Wireless Inc. to Launch *City Video Guide* on NYC Taxi's.**

**Miami, FL, June 26, 2009** – Taxi Video Guide Inc. (TVG) has entered into an agreement with DDS Wireless International Inc.'s Taxi business unit, Digital Dispatch Systems (DDS) to provide videos in the backseats of Yellow Taxi's which will give both visitors, and especially locals, quality information on New York City's finest: restaurants, events, shopping venues, services, tours and attractions, through DDS' Passenger Information Monitors (PIMs).

In addition to News, Weather, Sports and Traffic Conditions, the taxis will now have the acclaimed *City Video Guide*, at their fingertips. TVG & DDS will fulfill what riders have been asking for from the Taxi & Limousine Commission's focus group survey; up to date, quality and visually appealing information on local restaurants, shops, entertainment, services and attractions. It will prove invaluable to people "on the go" as it "helps them plan their day while running around town and deciding *what to see, where to go, how to get services, and how best to spend their money.*"

According to Steven Juliver, President of Digital Dispatch, "With TVG we have found a content solution that targets the many small-to-medium size businesses that are relevant to our ridership's interests. This is our first breakthrough in mobile media market and we have several strong interests in other major cities in North America including some from Canadian cities."

Riders, whether Manhattanite's or Tourists, will be able to select the *City Video Guide* tab on the Taxi's PIMs and scroll through the index to find videos of businesses that meet their needs in a relaxing and entertaining manner. The screens will display everything from restaurants that are new, established and those with local flavor, to other businesses that will now be able to visually present the ambiance, décor, location, merchandise and price point so a person can maximize their busy day and see the establishment before they go there.

Taxi Video Guide will supply a series of individual, 20-second High Definition videos of various small-to-medium size businesses (SMBs) throughout the city. The videos will be inserted into a very streamlined interactive program that will not have busy pop ups everywhere. The program is sure to entice a rider to go and experience the business firsthand. Rider's can expect to see *City Video Guide* in Taxi's by the end of September 2009.

Joyce Cromarty, President of Taxi Video Guide, said "We're thrilled at the opportunity to provide a very affordable opportunity for 'Small & Medium' sized businesses to advertise in a medium which has been traditionally only for the 'big boys' with deep pockets and healthy budgets". Cromarty feels it is important to showcase what's relevant to New Yorkers and all the visitors to the city. "This way smaller businesses can stay competitive with the corporate giants without breaking the bank and not to mention, some of the 'Best' that NYC has to offer is the little restaurant where Mama is in the kitchen."

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## **About Taxi Video Guide Inc.**

Taxi Video Guide (TVG) was born from the original company ITS Worldwide Inc., DBA: City Video Guide (CVG). CVG was launched in and is still based in Miami, FL. TVG will continue CVG's tradition of providing, award winning affordable, and high-quality video advertising on interactive touch screens for the SMB market, and will now bring its expertise to accommodate and enhance the Passenger Information Monitors in the backseats of taxicabs.

Joyce Cromarty, Founder and President of both TVG and CVG started out as a restaurant owner with two locations in New York City and another location in Italy. Her passion and respect for the hospitality industry inspired her to create a useful tool to provide concierges, hotel guests, travelers and tourists, the opportunity to view an interactive video presentation of area restaurants, night spots and activities. These videos are widely acclaimed by both business owners and their patrons for the engaging and entertaining way in which they visually depict the ambiance and décor of these establishments. Business owners especially love them because of their demonstrated ability to drive traffic to their venues.

In 2007, Ms. Cromarty was presented an Honorary Membership by the Les Clefs D'Or, USA, which is an exclusive international association of professional hotel concierges. CVG is also the exclusive video provider for HCP/Aboard Publishing, a division of The McClatchy Company, leveraging years of experience in the travel and tourism industries. The video and technology provided by CVG to HCP/Aboard is distributed on interactive touch screens in Hotel lobbies throughout the Caribbean and Miami. The videos are also used to promote these destinations pre-arrival so people can plan their trips to make the most of every minute and every dollar.

## **About DDS Wireless International Inc.**

DDS Wireless International Inc. is a global leader in providing application software for multiple vertical markets within the transportation industry. The Company specializes in transit routing and scheduling, real-time dispatching, vehicle location and tracking software applications, communications infrastructure as well as in-vehicle wireless devices. DDS Wireless operates four businesses dedicated to Transit, Taxis, Limousines, Work Trucks, and Wireless Devices and Communication Infrastructure. The Company supports its customers worldwide through its offices in Canada, Finland, Singapore, Sweden, U.K. and U.S.A.

For additional information on **Taxi! Take Me To A Nice Restaurant!**

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