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Mediamounts Restructures and Re-focuses; with a dedicated approach to Healthcare

Cambridge, ON. -- (February 2008) – www.mediamounts.com – As digital signage and point-of-sale applications decline, Mediamounts strives to carve out a new strategic niche in the healthcare environment. As every hospital and healthcare provider worldwide looks to plan for and implement electronic medical records at the point of care, Mediamounts wants to be part of this journey, specializing in connecting the healthcare clinician with the EMR system at bedside.

“We look forward to this new direction, helping the hospital deliver improved patient care with our new line of integrated IT mounting solutions that are safe, easy to use and designed specifically for the healthcare”, states Mediamounts’ president Simon Fallows. “We want to focus on the spot where the healthcare provider meets with the EMR solution and increase the face-time with the patient, rather than a stack of papers. This goal will also improve cycle time per patient – shrinking the time it takes to diagnose, receive test results and deliver a treatment plan to the patient. This is a huge benefit to both doctors and nurses, who are usually understaffed in this economic time, and to the patient receiving care.”

Mediamounts’ immediate goal is to develop and bring to market information technology mounting solutions that will facilitate and enable positive change in how we provide healthcare. Key characteristics of these mounts in the hospital include a work surface, easy adjustment, cable management, infection control, aesthetics and ergonomics.

Mediamounts will also specialize in where the mounts should be located, in the hospital room, to adhere to the necessary infrastructure; power capacity, network connectivity and available space. We will welcome and seek the clinician's buy-in on the final product and placement of our mount, those end-users who connect to the computer, who can provide valuable feedback in these areas.

"This new endeavour is exciting for us as a company, moving down this winding road of helping improve healthcare today. We look forward to the challenge, to being totally dynamic and flexible as this area of EMR implementation continues to evolve. We will hold on for the ride!" says Simon Fallows.

Come see us at HIMSS08 – Feb 24th – 28th, Orange County Convention Center in Orlando, FL. This annual event by the Healthcare Information and Management Systems Society (HIMSS) is the premier conference and exhibition for the healthcare industry.

About Mediamounts Ltd.

Mediamounts manufactures mounting solutions that simplify the deployment and integration of IT technology at critical points of care. With a focus on healthcare, Mediamounts products are safe, configurable and aesthetic, with an antimicrobial finish, delivered fully assembled.

Mediamounts is committed to producing the safest and most versatile mounting solutions in the industry, supported by a reputable group of dealers and integrators nationwide.

Contact us at 800-263-8901 or visit us online www.mediamounts.com

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