

Contact: Courtney Thomas, Slice Communications
cthomas@slicecommunications.com
203.952.2876

FOR IMMEDIATE RELEASE

Data Display Systems, LLC Acquires DUCO Technologies, Inc.'s Point-of-Purchase Assets *The acquisition strengthens Data Display Systems breadth and depth of capabilities*

PHILADELPHIA (July 10, 2018) - Data Display Systems, LLC (“Data Display”), a custom integrator of video, audio, lighting and provider of remote content management services to the Point-of-Purchase market, today announced its acquisition of the assets associated with DUCO Technologies (“DUCO”) Point-of-Purchase business. The acquisition brings together two leaders in the display industry and significantly strengthens Data Display’s product lineup and manufacturing capabilities, specifically within video and Android devices.

“As part of a dynamic and ever-evolving industry, we are excited to expand the solutions we can offer our customer base,” said Bob Gatta, Chief Executive Officer, DataDisplay. “By adding DUCO’s high-quality point-of-purchase products and factory-direct Asian manufacturing expertise to our already strong offerings, we can help to move the industry forward by creating new cost-effective experiences that captivate and engage customers.”

As part of the acquisition, all products currently in DUCO’s point-of-purchase product line will become part of Data Display and will continue to be produced by the same DUCO factory-direct manufacturer. Employees from DUCO will also join the Data Display team to ensure a seamless transition for customers. Acquired product lines include:

- LCD Media Players: Android HD Players, Non-Android Players, Budget-Friendly Players, InVision® Media Players, Player Accessories and Barcode Scanning
- Digital Audio Technologies: MP3 Audio Players, DUC-01 Audio Box, DUC-02 Slim-Line™, Audio Box, Digital Brochure Module, Vacuum, Formed Housings, AD-Sellerators
- LED Lighting Solutions: 1-LED Flashers, Custom LED Circuit Boards and Harnesses, Star-Lite™ Expandable Lighting System, Flexible LED Strips
- Pricer Signs & LED/LCD Clocks: Pricer Signs, LED/LCD Clocks and Components, 7-Segment LED Clocks

“The combination of DUCO’s manufacturing, first-to-market solutions culture and factory-direct management expertise, coupled with Data Display’s US-based engineering expertise and breadth of product offerings, is a true win for the industry,” said Howard Unger, President, DUCO. “We are confident that Data Display will continue to deliver the high-quality solutions our customers expect.”

For more information about Data Display, please visit <http://www.dd-usa.com>.

About Data Display Systems LLC

Founded in 1968, Data Display Systems LLC engineers custom video, audio, lighting, and interactive solutions for companies who want to captivate and engage customers. Its world-class engineers and

programmers build systems from the most comprehensive portfolio in the industry, catering to every client's specific audience. All engineering, prototyping, and testing takes place right in the company's Philadelphia headquarters, allowing its customers to react quickly to technological changes while maintaining the highest quality assurance. For more information, visit <http://www.dd-usa.com/>.