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Sky Sign plans expansion of mobile display system

Sky Sign Inc., a subsidiary of New Albany-based Planet Telecom telecommunications firm, is expanding a new advertising product following the success of its test run of Sky Sign Mobile, a mobile electronic sign with a 4-by-8-foot display that posts messages sent via wireless transmission. "We're looking to franchise them throughout the country," said Gary Polsgrove, president of Sky Sign. The company is investing about \$500,000 to manufacture 10 more mobile signs with a larger display, 8-by-16 feet, following positive response.

Clients, ranging from tobacco stores to hair salons, have used the mobile sign in front of their businesses for promotions and have reported doubling and tripling of customers and sales, he said. Sky Sign, which has four employees, sells electronic message centers and signs and had received requests for this type of product. The mobile display has been available for rent for about three months. The cost is \$200 per day Monday through Thursday, \$250 per day Friday through Sunday, and it requires a temporary sign permit. Polsgrove said the demand has accelerated their plans, and the company is seeking investors.

Go to www.myskysign.com for details.