

# PRESS RELEASE

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## Initiostar acquires Telefax Data Systems

Initiostar completes the acquisition of Telefax Data Systems and becomes the sole owner of OmniDisplay, a software application for real-time information displays and digital signage systems.

OmniDisplay is an intuitive, easy to use software driven communications platform that enables the user to extract, aggregate, compose and stream live real-time information from multiple external and internal sources to any video display. OmniDisplay can be streamed to any video device; video monitors, LED Displays, LED Tickers, video walls and Windows devices, local, wireless or network connected.

Target applications include receptions, open plan offices, business, retail and conference centres, walkways, exhibitions; anywhere the user's target audience will find the information provided informative, helpful and visually compelling.

Gary Lowrey, CEO at Initiostar commented "In the last 24 months we have invested significantly in the development of OmniDisplay and have installed the latest versions of our software with key clients, such as Bluebay Asset Management and Fidelity International. This December we took the opportunity to combine the Fintech expertise of Initiostar with the OmniDisplay software from Telefax Data Systems within one business. This creates further opportunities, not only within financial markets but in the general context of real-time information systems and live digital signage."

### Notes to Editors

Gary Lowrey founded Initiostar in 2002 to provide sales and marketing advice to software and technology companies focused on strategy, brand management, product visualisation and sales. Through Initiostar, Gary has worked with over 20 different software and technology businesses as a business owner, interim and non-executive director.

In 2010, Gary acquired Telefax Data Systems with an aspiration to combine his experiences of working with Fintech and Digital Media; Initiostar became that integrated Fintech and Digital business in December 2016.

Previously Telefax Data Systems established its roots nearly three decades ago installing and supporting the iconic alphanumeric tricolour LED Tickers and LED Displays that became a popular feature in financial trading businesses.

During that time, Telefax developed the original OmniDisplay and OmniTicker software applications that enabled those trading operations to extract and publish real-time information from data feeds such as Reuters and Bloomberg to their LED Tickers and LED displays.

More information//...[www.initiostar.co.uk](http://www.initiostar.co.uk)

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