

“Give Me a Job@ Key Systems”

Written by Bob Snyder
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Experts that take their own advice to heart are preferred. That's why out of home media software specialist **Key Systems** advertises its own job vacancies on digital posters.



Using **Signature Outdoor's CityVision** digital screens in Birmingham centre, Key Systems broadcasted its own job offers to thousands of passers-by.

Mike Dillon, Key Systems CEO says: "In meeting the demand for global expansion, Key Systems has built its team of highly skilled and committed developers over many years. By using the out-of-home medium, and digital signage in particular, we will attract the right candidates. We also want to demonstrate that we believe in the reach and power of outdoor media."

Signature Outdoor CityVision's digital screens network was launched only last year. The 4m x 6m billboard with 10mm definition is located on the approach to the Bullring Shopping Centre. CityVision Southside is a landscape 6m x 3m 10mm LED located in the heart of Birmingham, which has only recently gone live.

The digital signage content is delivered by a Scala media player, directly connected to Key Systems' **Fusion software** and its **Digital Director** module that manages all the bookings and content dissemination.

Key Systems has offices in four locations, covering Europe, North America, South America and Australasia / the Far East.

The job offers advertised on the CityVision screens is an opportunity for software developers with knowledge of C#, VB.Net and SQL to work on projects in USA, Europe & Australia.

The software is used to manage the complete life cycle of outdoor assets, from planning, sales, creative and production to delivery, finance, maintenance, lease, payment and landlord management. Key Systems focuses on offering software solutions for the expanding DOOH market.

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