

Mood Media's Technomedia Acquisition

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28. 01. 2013



Mood Media purchases the assets of Technomedia Solutions, a Florida-based integration firm for approximately U.S. \$23-million in cash. Mood Media may also make an additional payment in 2014, depending on the profitable growth of the operations.

Technomedia designs advanced audio-visual systems for venues such as theme parks, restaurants and retail clients. Among Technomedia's customers is clothing retailer Abercrombie & Fitch, the Hard Rock Cafe and Cirque du Soleil.

Mood Media, formerly Fluid Music Canada, has been on an acquisition spree since 2011 with the purchase the famous Muzak and the 2012 purchase of DMX, a provider of multi-sensory branding services...

The acquisition of Technomedia—including subsidiary Go Convergence, a customer engagement marketing firm—continues Mood Media's expansion into video, digital signage, and interactivity.

Did we mention Mood Media has European offices?

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