

## New Director Named for Amscreen Solutions Division

Written by Bob Snyder  
25. 04. 2013

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Amscreen hires former O2 head of sales **Paul Atherton as Commercial Director to build a new solutions division** responsible for the selling of digital signage solutions in the UK and overseas.

Atherton will report directly to company CEO Simon Sugar.



With Europe's largest Digital Outdoor Network, Amscreen runs a network of 5000+ screens.

After adding new screen sizes to its portfolio, Amscreen now offers a variety of low-cost scalable digital signage solutions intending to offer one-stop shopping to a broader market.

To further that goal, **Amscreen is developing their own plug-and-play technology, cloud-based software and managed services.**

Atherton, previously Group Sales Director of Mamas & Papas and Global Sales Director at Breville, is expected to be instrumental in further growing the digital signage company.

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