

## **Horizon Software First to Introduce Integrated Digital Signage Solution for K-12 Market**

*Horizon's SourceBoard™ offers K-12 child nutrition programs a revolutionary way to deliver nutrition information and health education to students throughout the school*

**ATLANTA, GA (February 15, 2011)** – Horizon Software International ([www.horizonsoftware.com](http://www.horizonsoftware.com)), the leader in K-12 food service technology, announces the release of its integrated digital signage solution, SourceBoard. Horizon partnered with Touchtown, Inc. ([www.touchtown.us](http://www.touchtown.us)) to offer this digital communication medium that allows schools to easily broadcast nutritional information, menus, organization news, activity announcements, videos and more to HDTVs strategically placed throughout their facilities.

Horizon recognized that schools will need digital communication tools to meet new requirements resulting from recent legislation affecting K-12 school nutrition programs. With SourceBoard, schools will have an easy and engaging way to provide the required nutritional information and health education to students. Also, with the increasing use of technology to communicate in every demographic, digital signage is an ideal way to capture students' attention and improve the way information is delivered. With the lack of classroom time available to teach kids about eating healthy and staying active, digital signage offers an effective alternative.

"With the regulations moving toward more communication of nutrition information, and the media focus on the national Let's Move campaign to raise a healthier generation of kids, this solution could not be timelier," says Randy Eckels, President of Horizon. "Digital signs are an effective tool to help inform, educate and empower students to make healthier choices."

SourceBoard allows food service directors to promote their menus and nutritional information seamlessly from Horizon's POS and back office software, as well as display tips on eating healthier, promote school breakfast, and market their child nutrition program. SourceBoard is the only digital signage solution on the market that is integrated with a preloaded nutrition education library and menu planning system that provides nutritional analysis.

"Partnering with Horizon to deliver SourceBoard to schools is a great fit for us," says Jeff Pepper, President and CEO of Touchtown, Inc. "Touchtown's easy-to-use, web-based content management system provides a compelling feature set that differentiates SourceBoard from any other digital signage option on the market."

The School District of Philadelphia is currently piloting SourceBoard in 3 of its schools, with plans to roll it out to 100 schools later this year. "We are excited to explore this new technology in order to expand our abilities to promote good nutrition and lifelong habits to our students," says Wayne Grasela, Senior Vice President of Food Service at the School District of Philadelphia.

Moving to digital signage as a communication vehicle also supports the "Go Green" initiative. Using digital signs to display information reduces the amount of paper needed to convey the same information.

For additional information or a demonstration, please contact Horizon Software at (800) 741-7100.

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### ***About Horizon Software International***

Horizon Software International is a global leader in software, services and technologies for food service operations. The company, a Microsoft Gold-Certified Partner headquartered near Atlanta, GA, offers comprehensive food service solutions for K-12, Senior Living, Healthcare, Corporate, and Military. Horizon operates as a unit of [Roper Industries, Inc.](http://www.ropersolutions.com) Roper Industries is a market-driven, diversified growth company and is a constituent of the Fortune 1000, the Russell 1000, and the S&P 500 indices.

***About Touchtown Inc.***

Serving over 1,000 customers and 150,000 individuals worldwide, Touchtown is the industry leader in community information solutions. The company provides a broad range of digital communications and safety-enhancing product lines to senior living, healthcare, schools, universities, houses of worship and medical offices. Touchtown provides value to its customers by simplifying the delivery of information through digital signage and in-house television, improving operational efficiency, extending marketing reach, reducing risk, and improving overall satisfaction levels. For further information visit [www.touchtown.us](http://www.touchtown.us).

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