

# DailyDOOH

Digital Out of Home - Insight, knowledge and Opinion

## Six Flags Vendors: C-nario / Omnivex

Gail Chiasson, **North American Editor**

We learned a little bit more about Six Flags Media Networks digital program announced this week – see our *earlier article Ed*

Six Flags has made significant infrastructure investments that allow it to centrally manage the entire digital out-of-home network. This includes multiple software solutions across a standardized hardware platform, all of which can be seamlessly and centrally managed by Six Flags Media Networks' in-house team.

For example, across the DOOH network, Six Flags Media Networks can target messages by region/park or screen, change them out quickly, and overall ensure that advertising partners are given as much flexibility as possible to reach the right audiences at the right time.

- » The software used on Menu Board TV is C-nario
- » Six Flags Television Network is currently run in partnership with Omnivex
- » Six Flags is using primarily NEC screens

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