

## **BIS Digital Launches New Website**

*Offering visitors easy access to information about digital recording and integrated AV solutions*

**Fort Lauderdale, FL – September 24, 2020** – [BIS Digital, Inc.](#), a leader in government AV technology and integration services, announced today the official launch of its new website.

With emerging technology and the importance of social media as an essential tool for businesses, the company needed to transform the website into a platform with messaging that supports its business goals and targets a wider audience.

“The new website serves as a window into the company’s philosophy and capabilities, while placing us in tune with new Internet trends,” says Steve Coldren, president and founder of BIS Digital. “We are a technology company that’s growing considerably, and our communications must keep in step with our evolution.”

BIS Digital now has a website that will function 24/7/365 as a powerful business, marketing and communications tool that attracts new customers, enhances the user experience for existing customers, and positions the company as an industry leader.

The redesign more accurately portrays BIS Digital’s expertise in AV/IT integration and its vast audio and video solutions portfolio. BIS Digital is unique in that it delivers complete 360-degree service from systems design to technical support. In addition to new content, the site aligns with the corporate brand and customer-centric strategy.

“We’ve added new elements, such as downloadable case studies, white papers and brochures, so users can gain insight on the impact of integrated AV on operations,” says Coldren.

The website has improved functionality with enhanced rich content presented dynamically. The responsive design is mobile friendly and auto-adjusts to display properly on all devices. Besides this, the site offers useful software feature and comparison tables, FAQs and free software player downloads. Additional content and interactive features will be added in the coming weeks to further enhance the user’s online experience. The website is located at <https://bisdigital.com/>.

“We are a trusted technology partner with an enthusiastic eye toward the future,” says Coldren.

“Because of our commitment to constant innovation, we enabled our customers to continue operations during the pandemic by modernizing their IT environment with video conferencing and live streaming technology.”