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Reliable Electric CEO to Join Bulzī Media Advisory Board

Out-of-Home Audience Intelligence Firm Welcomes Outdoor Advertising Veteran

Newport Beach, CA – Kim Switzer, CEO of Reliable Electric Products, a leading provider of lighting products to the outdoor advertising industry since 1945, has agreed to join the Advisory Board of Bulzī Media, a Newport Beach firm focused on providing real-time audience measurement and metrics for the Out-Of-Home (OOH) advertising market.

Over the last decade, Mr. Switzer has kept Reliable Electric at the forefront of new technology introductions to the industry, the latest of which is Bulzī's revolutionary Signzī ("signs-eye") technology. Signzī is a comprehensive audience count and ad compliance system specifically designed for the outdoor advertising industry. Reliable Electric is the exclusive licensed equipment manufacturer and supplier of Signzī Outdoor products and has also been certified to sell Signzī.

"With over 40 years of experience working with outdoor media companies, Kim Switzer possesses extensive relationships in the outdoor advertising segment," said Brent McKay, Bulzī's CEO. "He is a valued advisor and business partner for Bulzī."

"Because of our long history in the outdoor industry, we are exposed to many products and technologies," stated Mr. Switzer. "Bulzī's new measurement and compliance products are unique and represent a major opportunity for the industry to automate and improve field operations."

About Bulzī Media

Bulzī Media specializes in media measurement technologies for Out Of Home (OOH) advertising network owners and operators. The company's Signzī™ product line features direct-measured traffic and irrefutable proof of performance, repositioning OOH to best-in-class vs. other media choices, based on fundamental audience characterization metrics.

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