

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
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102 WORDS, 30 SECONDS

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CONSUMERS ARE FINDING THAT A TRIP TO THE VIDEO STORE MIGHT ACTUALLY TAKE THEM TO A SUPERMARKET OR CONVENIENCE STORE. THAT'S BECAUSE A WELL-KNOWN HOME ENTERTAINMENT BRAND IS USING STRATEGICALLY PLACED KIOSKS TO REINVENT THE MOVIE RENTAL EXPERIENCE. CALLED BLOCKBUSTER-EXPRESS FROM N-C-R, THE KIOSKS CARRY NEW-RELEASE MOVIES, IN SOME CASES UP TO NEARLY A MONTH AHEAD OF OTHER RENTAL KIOSKS. THEY ALSO OFFER A BROAD ARRAY OF MOVIES STARTING AT ONLY ONE DOLLAR. NO MEMBERSHIP IS REQUIRED AND CONSUMERS CAN RENT A MOVIE AND RETURN IT AT ANY LOCATION. TO LEARN MORE, VISIT BLOCKBUSTER-EXPRESS--DOT--COM.