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InFocus buys media startup

Portland Business Journal - July 26, 2005 by [Aliza Earnshaw](#) Business Journal staff writer

Projector maker InFocus Corp. has purchased the assets of a startup company that runs a communications and advertising network on U.S. college campuses.

Wilsonville-headquartered InFocus (NASDAQ: INFS) did not disclose what it paid for The University Network (TUN), located in Memphis, Tenn.

The 14-employee company, which started up in 2002, provides its service to 75 college campuses around the United States, including Tulane University, University of Southern California, University of Illinois, University of California at Davis, and University of Arizona.

TUN clients use the network to deliver messages to students at dining facilities, student unions and recreation centers. Students view announcements about programs, organizations and events, along with commercials placed by advertisers who want to reach 18 to 24 year old consumers where they are highly concentrated.

InFocus has had plans to launch a digital media business for some time, and acquiring TUN was a way to enter "narrowcasting," or media that is narrowly focused on specific audiences.

"Our idea was to pick a very targeted vertical," said Candace Petersen, chief strategy officer for InFocus.

TUN's current network uses plasma screens, but future customers will get InFocus displays, said Petersen. InFocus launched its first LCD displays almost two years ago, and began selling larger 40-inch and 50-inch displays suitable for public venues early last year.

The purchase of TUN's assets, and addition of the company's employees to InFocus, signals the launch of InFocus Digital Media, said Petersen. The new business includes four InFocus employees. The original TUN employees will remain in Memphis.

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