



SPINETIX

Press Release

SpinetiX wins Best Digital Signage Solution Channel Award in AV Futures Awards

European recognition by the distribution and dealer channel is received for the HMP100™ Hyper Media Player

Lausanne, Switzerland, 20 January 2010 - Swiss Digital Signage manufacturer, SpinetiX has received the prestigious Best Digital Signage category Channel Award for its HMP100™ Hyper Media Player in the AV Futures Awards.

This year's Channel Awards are given for the best current products in selected areas, and in this case the Best Digital Signage Solution as assessed by channel professionals. The winners were selected by a poll of 17,000 channel professionals across Europe who were invited by AV News channel business and technology magazine to make their assessments on product, price and performance as well as customer satisfaction. In particular there was a focus on the contribution the product or brand made to a resellers' business over the year. The analysis of the results produced a list of winning brands and their hero products for each product category.

Editor, Bryan Denyer at AV News says: "It's a pleasure to recognize SpinetiX with this Channel Award for Best Digital Signage Solution. As an illustration of how quickly things can change in the field of digital signage, SpinetiX was first written about in AV News just over a year ago, and no detailed reporting of the HMP100 appeared before September of 2009. The HMP100 is a 'hyper media player' – a hardware appliance that turns any digital display into a networked digital signage device. The HMP100 is a solid state device and is so compact that it does not need a disk drive and offers high levels of reliability. SpinetiX has also developed Hyper Media Director – a software application bundled with the HMP100 that provides content management, facilities and scheduling."

"We're very excited to have been selected as the overall winner for this well respected award and are delighted with the channel recognition we have received. We look forward to building on this success with our growing distribution and partner base," concludes Serge Konter, Marketing Manager at SpinetiX.

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About SpinetiX

SpinetiX SA is a Swiss hardware manufacturer of professional digital signage hardware devices. Find more information about SpinetiX products at <http://www.spinetix.com>.

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