



Wednesday, August 14 | 10:34 AM



89° WED



91° THU



84° FRI



**NEXT EVENT**  
**BUSINESS CONFERENCE**

03-04 SEPTEMBER | 8AM - 5PM



REGISTER HERE



**SPINETIX™**  
N°1 IN DIGITAL SIGNAGE SOLUTIONS

**STEP INTO**  
**DIGITAL SIGNAGE**  
with SpinetiX

spinetix.com

# Agenda

- **WHY DIGITAL SIGNAGE**
- **OUR COMPLETE SOLUTION**
- **SECURITY & PRIVACY**
- **SUSTAINABILITY & CSR**
- **PARTNERS**
- **SUPPORT RESOURCES**
- **NEXT STEPS**

# 01 WHY DIGITAL SIGNAGE

# YOUR CUSTOMERS – OUR FOCUS



Experiential Hospitality



High Impact Workplace



Higher Education



Events & Entertainment



Manufacturing Sites



Luxury Retail



Institutions & Government



Financial Services

# DIGITAL SIGNAGE – THE HEARTBEAT OF THE HIGH IMPACT WORKPLACE



# DIGITAL SIGNAGE BENEFITS



## SETS THE RHYTHM

Scheduled content throughout the day keeps everyone aligned & motivated.



## PRIORITIZES SAFETY

Real-time emergency alerts and prevention of critical situations.



## BOOSTS PERFORMANCE

Real-time data keeps productivity on track and helps teams act on the spot.



## DRIVES SMART DECISIONS

The right data in front of the right people makes decisions faster, better, smarter.

# WHY SPINETIX



2500 RESELLERS – 500+ CERTIFIED – 25 DISTRIBUTORS

## SWISS HERITAGE

- ▣ Quality
- ▣ Innovation
- ▣ Security & Compliance

## WORLDWIDE PRESENCE

- ▣ The N1 choice for prestigious customers worldwide
- ▣ Trusted by the best AV and IT professionals
- ▣ Local teams in US, Europe, and Asia

# OUR COMMITMENT



## RELIABILITY

24/7 operations

Mission-critical deployments

Zero after-sales costs



## SECURITY

Proactive updates and patches

Encryption & access control

C5, GDPR, ISO/IEC 27001



## OPEN TECHNOLOGY

Partnership with industry leaders

Zero-code and low-code integrations  
(Q-SYS, AXIS, Crestron, etc.)

Digital Signage Academy



## BUILT TO LAST

Extended product lifespan: 10+ years

Backward compatibility

Eco-responsible design

# They Trust Us

EXPERIENTIAL  
HOSPITALITY

HIGH IMPACT  
WORKPLACE

HIGHER  
EDUCATION

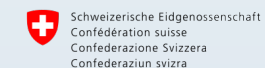
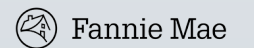
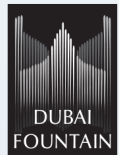
EVENTS &  
ENTERTAINMENT

MANUFACTURING  
SITES

LUXURY  
RETAIL

INSTITUTIONS &  
GOVERNMENT

FINANCIAL  
SERVICES



Defence and critical infrastructure customers are not listed to ensure confidentiality.  
More references available on demand.

# SUCCESS STORIES IN EVERY INDUSTRY



**Discover more:**

[spinetix.com/success-stories](https://spinetix.com/success-stories)

# 02 OUR COMPLETE SOLUTION

# WE DO EVERYTHING /BUT THE SCREENS



## HARDWARE PLAYERS

To display content  
on your screens.



## ANNUAL SUBSCRIPTIONS

For using SpinetiX cloud  
infrastructure and CMS.

# WE DO EVERYTHING /BUT THE SCREENS



## HARDWARE PLAYERS

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## ANNUAL SUBSCRIPTIONS

For using SpinetiX cloud infrastructure and CMS.



## SOFTWARE LICENSES

For using ELEMENTI on a PC to create projects.



## FEATURE SET LICENSES

Activated on players to display ELEMENTI content, enabling advanced player capabilities.

# DIGITAL SIGNAGE AS A SERVICE

(DSaaS)



# SELF MANAGED INFRASTRUCTURE



# DIGITAL SIGNAGE AS A SERVICE

(DSaaS)



# INFRASTRUCTURE AS A SERVICE

Rely on our ready to deploy cloud infrastructure



Minimal on-site  
IT support



Enterprise-grade  
security  
(BSI C5, GDPR,  
ISO/EC 27001)



Scales from  
1 to 10'000+  
screens



Data residency  
by region



Evolving storage.  
Built-in  
redundancy.



Media  
transcoding

# SpinetiX ARYA™ CMS

## Everything You Need to Deliver Impact



**Video walls  
made easy**



**Create easily  
with templates**



**Sort fast  
with tags**



**Ask us anything  
in the live chat**



**Manage  
multiple users**



**Drag & drop  
to schedule**

# ELEMENTI

## Best-in-Class Authoring Software



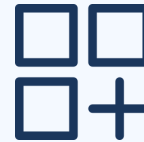
### Data-driven experiences

Empower your data & everyday tools



### Advanced applications

Video walls, LED walls  
IPTV & interactivity



### 250+ widgets

For real-time content automation



# CONNECTORS

Turn everyday tools into real-time signage.  
Empower your data to create interactive visual experiences.



# SpinetiX APIs

## AUTOMATE. TRIGGER. INTERACT.

### ALERTS



Live alerts  
updated  
in real-time

### INTERACTIVITY



Touch & sensor  
based  
interactivity

### INTEGRATION



Advanced  
Integration with  
any systems  
or devices



# INDUSTRIAL GRADE PLAYERS

## to display content on your screen

### iBX440

Video Walls Made Easy.



[LEARN MORE](#)

### iBX410 & iBX410W

Excellence. Every day.



[LEARN MORE](#)

### HMP400 & HMP400W

The Mission-Critical Players.



[LEARN MORE](#)

# WHY USING AN EXTERNAL MEDIA PLAYER?

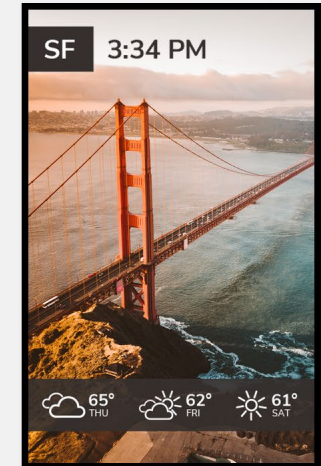
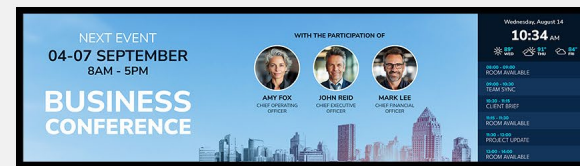
## COMPATIBLE WITH:

- your existing screens
- any generation of screens
- any type of display (LCD, LED, projector,..)
- with every brand

Freedom to choose your own deployment.

Screen-firmware agnostic.

10+ year lifespan with over-the-air security updates.



# DIGITAL SIGNAGE AS A SERVICE



**SPINETIX ARYA**



**ELEMENTI**



**SpinetiX APIs**

**EXTERNAL TRIGGERS**



**CONNECTORS**



# 03 SECURITY & PRIVACY

# A SYSTEM IS ONLY AS SECURE AS ITS WEAKEST LINK



## Digital Signage is especially at risk:

- Market is fragmented
- Security is often not a primary focus

## What actually works:

- Integrated vendor for hardware + OS + CMS
- Vendor-controlled over-the-air security updates and a published support lifetime

# INFRASTRUCTURE SECURITY



## Resilient, secure, always-on

- Built on AWS cloud infrastructure
- Certified infrastructure: ISO 27001, etc.
- High availability with multi-zone redundancy
- Automated backups & fast recovery
- Single Sign-On (SSO) and MFA for stronger logins
- Strong-password policy enforced

# PLAYER SECURITY

- **TPM technology** verifies the OS/firmware and blocks unauthorized changes
- **No removable storage** (e.g., no SD card) – prevents sideloading or data removal
- **Dedicated teams** monitor vulnerabilities and build fixes. Rapid release of security updates & patches.



# HOW DO WE PROTECT YOUR DATA?



- Data residency by region
- Audit trails
- Least-privilege access – role-based permissions
- GDPR-compliance
- Compliance with **BSI C5** German regulation

# 04 SUSTAINABILITY & CSR

# SUSTAINABILITY by Design

## **Upgrade players, not displays**

screen-agnostic external players let you reuse any display brand or generation.

## **Built to last**

robust, mission-ready players designed for 10+ years of reliable operations with continuous, long-term support throughout their lifecycle, means fewer replacements.

## **Low energy use**

8W at 4K (≈ 5W in FHD); sleep schedules & ECO modes cut idle consumption.

## **Safer by design**

RoHS2-compliant hardware; recyclable/recycled packaging.



# Our CSR Commitments

## **Responsible manufacturing.**

Designed in Switzerland; made in Germany/Taiwan with audited partners (e.g., ISO 14001 sites).

## **Conflict-free sourcing.**

Due diligence on 3TG/Co; suppliers required to avoid conflict minerals and trace sources.

## **Community & skills.**

SpinetiX Digital Signage Academy – free AVIXA CTS-approved training (3'000+ people trained annually).

## **People & workplace.**

Employee well-being programs and energy-efficient offices in Switzerland (solar-sourced energy).



# 05 PARTNERS

Advancing Digital Signage Excellence. Together.



# THE LANDSCAPE OF «DIGITAL SIGNAGE» IS A SEA OF SAMENESS



# CHANNEL PARTNER PROGRAM

## BE UNIQUE with SpinetiX

- Program structured around 3 pillars: Passion, Proficiency and Performance
- Clear requirements & attractive benefits
- Proximity with local resources & distribution partners
- Straightforward onboarding
- Training & certification



SPINETIX  
CERTIFIED  
DEALER

# CHANNEL PARTNER BENEFITS



**PREFERENTIAL  
PRICING**



**FREE DEMO  
ACCOUNTS**



**NFR SHOWROOM  
SUPPORT**



**PRIORITY TECHNICAL  
SUPPORT**



**PRE-SALES  
& TRAINING**



**CUSTOMER SUCCESS  
& SALES MANAGER**

# TECHNOLOGY PARTNERS

## CONTROL & AUTOMATION



# TECHNOLOGY PARTNERS

IPTV & SECURITY



# TECHNOLOGY PARTNERS

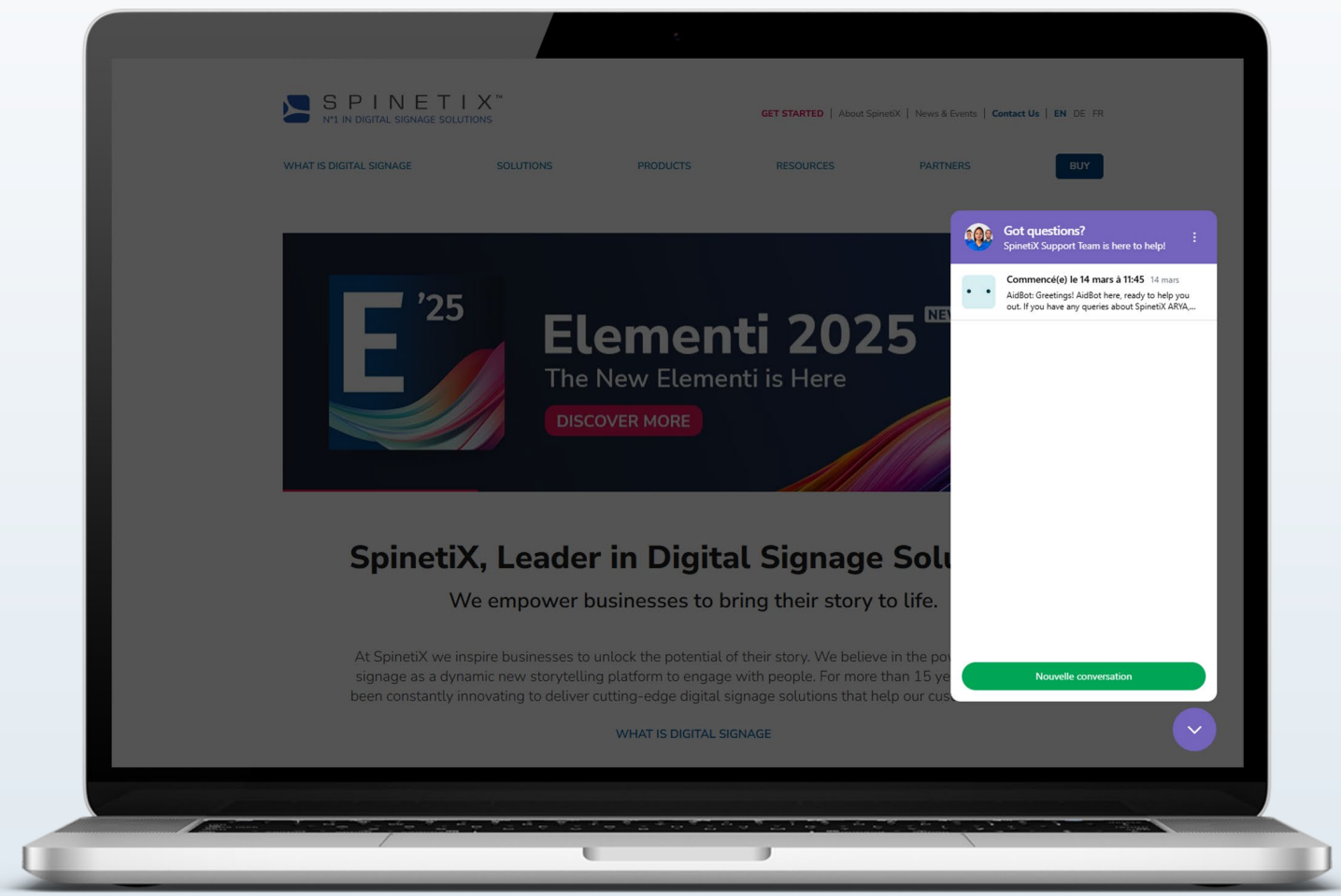
## THIRD PARTY PLAYERS



# 06 SUPPORT RESOURCES

# LIVE CHAT for your autonomy

- Real SpinetiX team behind every chat
- Available 16 hours/day
- Multilingual assistance



# ONLINE SUPPORT RESOURCES



[spinetix.com/support](https://spinetix.com/support)

# 07 YOUR NEXT STEPS

# TRYING IS BELIEVING

**REQUEST YOUR TRIAL**



**SpinetiX ARYA Enterprise  
FREE 90-Day Trial**

[spinetix.com/arya-trial](https://spinetix.com/arya-trial)

**DOWNLOAD FOR FREE**



**Elementi  
FREE 30-Day Trial**

[spinetix.com/download](https://spinetix.com/download)

# AVIXA-APPROVED CTS RU COURSES



# DIGITAL SIGNAGE ACADEMY

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one in our series  
of webinars now:

[spinetix.com/academy](https://spinetix.com/academy)



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# THANK YOU!

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