

SpinetiX ARYA digital signage SaaS boasts new features for an increased set of creative options

Hergiswil, Switzerland – December 13, 2022 – SpinetiX, the leader in digital signage solutions, today announces the release of new features in its digital signage SaaS (software-as-a-service), SpinetiX ARYA increasing the integration with Elementi, the SpinetiX advanced authoring software with its 250+ data-driven widgets. This innovation expands the creative options of end users while keeping SpinetiX ARYA simple and provides value-added benefits to integrators.

The release of the new capabilities in [SpinetiX ARYA](#) is designed to answer the needs of the end user in a simple, consistent, and reliable way while making the components of the SpinetiX Complete Digital Signage Solution even more closely integrated. Featuring higher integration with Elementi, SpinetiX ARYA expands the creative options of its users, while remaining an easy-to-use cloud platform to compose and publish content. At the same time, integrators and content developers can tap into the vast potential of Elementi as a limitless environment to create and deliver advanced integrations to their customers. The new features include:

- **HTML5 Layer.** This feature is designed to deliver impactful web-based signage content to any signage installation including menu boards, webcam and public transportation feeds, room reservation screens, publicly accessible KPI dashboards, HTML video and so many more.
- **Integration with Elementi authoring software.** While SpinetiX ARYA is natively already equipped with an excellent selection of features to create impactful content, as a best-in-class authoring software Elementi has one of the largest, most advanced content feature sets on the market. Now, this power has been unleashed onto the cloud.

Thanks to the new Elementi layer, SpinetiX ARYA opens up to the digital signage software's more than 250 widgets and allows to bring advanced data-driven content developed in Elementi to a simple and intuitive cloud setting.

Professional integrators and other service providers can take advantage of this "best of both worlds" setup by providing content creation and development services to their customers via the Elementi integration with SpinetiX ARYA.

“The new features we roll out today emphasize the true SaaS nature of SpinetiX ARYA,” said Francesco Ziliani, CEO of SpinetiX. “More than ever, SpinetiX ARYA asserts itself as a scalable cloud solution that grows around its end users’ needs and enables companies and organizations to focus on their core business, without the burden of re-thinking digital signage installations from the ground up,” Ziliani added.

The true SaaS nature of SpinetiX ARYA is a perfect fit with the company’s unique approach of doing business indirectly via its ecosystem of partners. On the one hand, SpinetiX ARYA ensures that end customers are always being supported with new features and the solution is always up to date. On the other hand, it brings forth clear benefits to local integrators including the fact that they can focus on helping their customers all without an unpredictable maintenance and support burden.

The new features released today, also provide the SpinetiX ecosystem with more opportunities to bring their added value and integration skills in front of their customers. With these new capabilities, SpinetiX ARYA opens up to new signage applications: from queue management, to interactivity, streaming, custom integrations with third-party technology, etc., while keeping the platform intuitive and approachable for new users.

About SpinetiX:

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 15 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses to realize their full potential. Whether you are looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business.

To learn more, go to spinetix.com

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