



S P I N E T I X™
N°1 IN DIGITAL SIGNAGE SOLUTIONS

SpinetiX announces the next generation digital signage solution at Integrated Systems Europe

Hergiswil, Switzerland – February 4th, 2020 – SpinetiX announces business, technology, and product innovations in all aspects of its complete solution. Those innovations shape the next generation digital signage solution with advanced flexibility and designed to grow with the needs of any kind and size of business.

What has always made SpinetiX unique in the digital signage industry is its end-to-end solution that addresses the different components of a complete offering: content, widgets, software, hardware, services, and training. This year at Integrated Systems Europe (ISE), SpinetiX announces business, technology, and product innovations in all aspects of its complete solution.

In a feat of unlimited flexibility, this next generation SpinetiX solution is designed to grow with the end customer's business and around their evolving needs. The new SpinetiX solution is structured around 3 key components:

- Applications that can be activated progressively
- A special-purpose operating system
- A powerful next-generation hyper media player.

Business innovations driven by SpinetiX ARYA™

Building on the success of SpinetiX ARYA, introduced 18 months ago, SpinetiX expands its cloud-based services providing more businesses access to the benefits of digital signage. In addition to the already existing fully functional FREE Discovery plan, SpinetiX launches two new plans with more features and increased flexibility:

- **Premium plan** – designed for end-users wishing for more features and flexibility
- **Enterprise plan** – designed for resellers and AV integrators to offer added value services to end users.

SpinetiX ARYA is an important piece of the new solution offered by SpinetiX, integrated right at its foundation. It answers end customers' evolving needs by combining the ease of use of a cloud platform with added value services, on-demand features and flexibility delivered by the SpinetiX channel ecosystem.

Technology innovations fostered by SpinetiX partnership with Intel®

With its newly introduced solution, SpinetiX expands its strategic technology partnership with Intel, and its collaboration with Intel partners.

DSOS™ by SpinetiX is the first ever operating system (OS) designed for digital signage and running on a range of modern PC client intel platforms. This special-purpose OS – trademarked by SpinetiX – is lean, high-performance, and continually secured. It is maintained by a dedicated engineering team at SpinetiX with more than a decade of experience in hardened, secure devices and operating systems. Compared to a general-purpose OS, DSOS by SpinetiX comes with a number of benefits for both the end customer and the reseller:

- Increased security and reliability significantly reduce maintenance and other overhead costs
- Superior optimization for digital signage ensures flawless support for the most diverse and demanding signage scenarios.

“DSOS by SpinetiX will generate new opportunities in IoT applications, including kiosks, retail, smart building and smart cities. An OS dedicated to signage; is the first step to standardizing the digital signage infrastructure in future deployments. Together with Intel, we believe this is the way forward for sustaining the growth of digital signage and this is why we work together to make it happen,” said Francesco Ziliani, CEO of SpinetiX.

Today, this vision translates into Intel-based architectures running DSOS and enabling SpinetiX ARYA cloud-services on qualified devices such as Intel NUC.

Product innovations driven by the next-generation hyper media player – HMP400

SpinetiX is well-known for the durability and reliability of its hyper media players. As part of their new solution, SpinetiX releases at ISE, their 4th generation of HMP – HMP400, designed in Switzerland and made in Germany.

Just like its predecessors, HMP400 is a robust and highly secure commercial-grade media player with a fanless solid-state design that is designed for continuous reliable performance in the most demanding conditions running 24/7 over a long period of time (10 years).

This new generation of HMP is the most versatile HMP ever released which now supports 4K at 60 fps, Power over Ethernet (PoE), WiFi, and HTML5.

One solution, endless possibilities

With applications that can be activated progressively and on-demand, there is one theme that defines the new digital signage solution unveiled by SpinetiX: flexibility.

SpinetiX ARYA comes integrated by default in the new HMP400 player providing for cloud-based digital signage right from the start.

In addition, users have the option to progressively activate 3 modes of use:

- **WIDGETS:** full capability to deliver data-driven digital signage with 250+ widgets designed to connect end-customer data to any display.
- **KIOSK:** interactive dashboards and content for kiosk made possible with full HTML5 support.
- **SYSTEMS:** the power of integrated technology with 3rd-party systems such as security cameras, sensors and more.

In conclusion, the new digital signage solution introduced by SpinetiX offers an unmatched degree of flexibility and is designed to grow with the needs of any kind and size of business.

Discover more about this new solution and what it can do for your business by visiting SpinetiX booth 8-E270 at Integrated Systems Europe or by visiting spinetix.com/DS

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 10 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're 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.

Learn more at: spinetix.com

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