



SpinetiX Celebrates 20 Years of Digital Signage Excellence and Kicks Off “The Year of High Impact Experiences” at ISE 2026

Lausanne, Switzerland – January 13, 2026 – this year, SpinetiX marks its 20th anniversary, celebrating two decades of innovation and expertise in digital signage. What began in 2006 with pioneering Swiss-engineered media players has evolved into one of the industry’s most trusted complete digital signage solutions – a milestone the company will highlight at ISE this February in Barcelona as it introduces The Year of High Impact Experiences.

“For twenty years, we have stayed true to one conviction: digital signage is not about screens; it is about high impact experiences,” said Francesco Ziliani, CEO of SpinetiX. “This anniversary is a milestone for us, but also a moment to look forward – toward a new era of immersive, interactive, and data-driven signage.”

Over the past two decades, digital signage has grown from simple displays into what is the true added value and DNA of SpinetiX – signage shaped by data, interactivity and cloud intelligence. DSaaS by SpinetiX brings this evolution full circle. It unifies hardware, cloud management, content creation, real-time data integrations, and third-party technologies into a secure and scalable infrastructure which easily adapts to every vertical, from corporate and luxury retail to manufacturing and large venues.

This new milestone is also the opportunity to recognize the contribution of the multiple channel and technology partners to those 20 years of digital signage success stories around the world. SpinetiX is indeed uniquely positioned in the market with its original two-tier indirect distribution model offering a global presence as well as the local proximity to customers. Thanks to this growing ecosystem of 25 distributors and 500+ certified resellers worldwide, the best digital signage has been delivered to iconic brands and prestigious customers through thousands of projects over the past two decades.

SpinetiX will kick-off anniversary celebrations at **ISE 2026**, where the company will showcase a renewed focus on immersive and interactive signage and plan celebrations with customers and partners visiting the show.

“2026 is the Year of High Impact Experiences for SpinetiX,” added Ziliani. “We have spent two decades shaping digital signage around how people experience spaces. ISE is the perfect place

to show what comes next and take the time to celebrate with our partners and customers who made the success of our brand.”

SpinetiX invites attendees to join the anniversary celebrations and experience the company's complete digital signage solution at [Booth 4S400](#) at ISE 2026 in Barcelona.

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 20 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.

Learn more at www.spinetix.com.

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