



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

SpinetiX and BVD International enter a new distribution partnership in the Caribbean region

Hergiswil, Switzerland – May 30, 2023 – SpinetiX, the leader in digital signage solutions, and BVD International, the regional A/V distributor for the Caribbean, today announced a new distribution partnership effective immediately. As part of the agreement, BVD International is offering the SpinetiX complete solution, ranging from award-winning HMP media players, DSOS™ operating system, SpinetiX ARYA™ CMS, Elementi digital signage software with its 250+ widgets to a series of professional services.

The appointment of BVD International as a new distributor supports the SpinetiX growth strategy necessitating increased local presence to sustain the rapid expansion of the SpinetiX business. The partnership between SpinetiX and BVD International ensures an optimal presence and support for the channel ecosystem of dealers and integrators in the entire Caribbean region. “BVD International is a regional distributor well established in the Caribbean with a highly regarded name in the Pro A/V industry thanks to its expertise, commitment, and dedication to the Pro A/V channel ecosystem”, said Francesco Ziliani, CEO of SpinetiX. “The solid track record, presence and dynamism of BVD International combined with SpinetiX technological expertise set the right partnership to address a growing and transforming digital signage market driven by cloud-based solutions and services”, Ziliani added.

According to Stephen Bricknell, Managing Director of BVD International, “SpinetiX has achieved great success in providing a complete digital signage solution well designed for the ecosystem of Pro A/V and IT dealers and integrators. The SpinetiX indirect business DNA fits perfectly with the mission of our company consisting of supporting channel partners in the Caribbean with digital signage experience, commercial assistance, technical expertise, and support, as well as consulting and services to empower the integrators on a growing category of their business.”

Bricknell continued, “By partnering with SpinetiX, BVD International has expanded its digital signage portfolio and is now able to offer resellers and integrators an even greater variety of customizable choices in hardware, software, content management and services to best suit dealer project needs.”

The SpinetiX complete digital signage solution available through BVD International includes:

- **HMP Series Players:** robust and reliable digital signage players designed to deliver content flawlessly 24/7 in any digital signage application. The HMP line also provides advanced programmable features and integration.

- **DSOS activation licenses:** licenses unlocking an added value set of features turning any compatible HMP player into a specialized signage appliance.
- **SpinetiX ARYA:** a cloud-based CMS that allows users to set eye-catching messages on a display in minutes with their photos, videos, logos and color code.
- **Elementi software:** a simple, yet powerful digital signage software application that delivers visually rich experiences to any combination of screens across all networks. With Elementi, resellers and integrators can create high impact projects including video walls, interactive kiosks, and live streaming video.
- **Widgets:** widgets that connect securely to popular data sources, such as live information from spreadsheets, social media feeds and photo libraries directly onto signage screens.
- **Services:** a series of professional services tailored to the integrators willing to customize the SpinetiX solution to the specific needs of their digital signage project.

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

About BVD International:

BVD International Inc. (BVD) is a Regional AV Distribution Company headquartered in Barbados. We are experts in communications technology, with over 60 years of combined experience; and provide Digital Workplace Solutions to Improve Team Collaboration. Our solutions can be customized and designed to be fit for purpose for a full range of Clients, from the multinational enterprises with complex requirements to individuals who require a simple but effective Home Offices. We work with leading technology partners to deliver best-in-class AV, UC and collaboration solutions to the user, through suitably Certified Systems Integrators. BVD is the only Caribbean based & focused AV Distribution Company within the USA & LATAM. To learn more, go to bvd-int.com

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