

SpinetiX introduces a new family of digital signage players with the new iBX410 model

Hergiswil, Switzerland – October 31, 2023 – Today, SpinetiX reaches a new milestone with the introduction of its newest family of digital signage players, led by the introduction of the iBX410 model. iBX410 is engineered to meet the versatile demands of the digital signage industry, providing optimal performance consistently, day after day.

New opportunities with higher volumes and availability

The new iBX product family introduction with the launch of the iBX410 model opens new opportunities for SpinetiX customers and channel partners. To sustain the momentum around the SpinetiX ARYA™ CMS and its fast adoption around the world, there was a need to offer media players with a higher level of availability and production capacity. “Thanks to our strong partnership with Intel®, we have gained access to new manufacturing partners. After a careful evaluation, we have selected a partner located in Taiwan having met our stringent quality and reliability standards. They are offering us, as well, increased production capacity while ensuring TAA compliance,” commented Francesco Ziliani, CEO of SpinetiX.

Versatility Meets Performance

The new iBX410 model illustrates well this new hardware strategy. While the award-winning HMP line of players continues to be the players for mission-critical applications, iBX410 is set to be the go-to choice for more mainstream requirements, ensuring the SpinetiX footprint in both specialized and broad-market segments. iBX410 runs on the latest Intel® Atom® processor, delivering 4K visuals at 60 FPS, packing versatility and power. From welcome screens at enterprise offices, to wayfinding displays at universities, to tourist information at hotels and visitor centers, to so much more – iBX410 is the reliable partner in any signage scenario.

SpinetiX DNA

The new iBX family and its first model, the iBX410, takes its rightful place among the current SpinetiX line-up of players by sharing the same SpinetiX DNA:

- **Rock solid:** Featuring design dedicated to signage applications, iBX410 is made by SpinetiX to deliver content flawlessly 24/7 supporting any signage scenario.

- **Purpose-built:** iBX410 is engineered for signage. Powered by DSOSTM – the SpinetiX purpose-built signage OS, iBX410 offers optimal, continuous performance and enhanced security while minimizing resource use.
- **Powerful content tools included:** Out of the box, users get access to the award-winning SpinetiX ARYA™ CMS and its free Discovery Plan, ensuring immediate impactful content delivery. What is more, with the opportunity to scale with SpinetiX ARYA Enterprise plans and the Elementi software, iBX410 is designed to seamlessly scale to growing customer needs.

"With the unveiling of iBX410 and the new iBX family, we are not just introducing another line of products; we are reinforcing our commitment to innovation but also our dedication to our channel ecosystem," Francesco Ziliani, CEO of SpinetiX added. The first units of iBX410 will be shipped to SpinetiX official distribution partners in the course of November with a general availability as of December 2023 to all SpinetiX partners. SpinetiX will be presenting the new iBX410 as world premiere at ISE2024 in Barcelona.

For more details about iBX410 visit: www.spinetix.com/ibx410.

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.

Learn more at www.spinetix.com.

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