

Sharp MEA collaborates with easescreen to deliver world-class digital display solutions

Dubai, UAE, April 2016: Sharp Middle East has today announced a strategic alliance with easescreen to offer businesses a premium end-to-end digital signage solution. The offering will enable customers to communicate their desired messages effectively, through Sharp's innovative digital displays that can be placed in multiple locations and by using easescreen's user-friendly digital signage solution.

"At Sharp, we remain optimistic about our new business relationship with easescreen. By adding their solutions to our portfolio, we're able to offer our customers products that are flexible and intuitive. In making this decision, we felt it was important to ensure that easescreen's vision was in line with ours. We were able to identify that this move would impact our organization positively, and will assist in meeting our goals in becoming a leading provider of signage products," said Ravinder Kumar, General Manager – Business Solutions Division, Sharp Middle East.

Sharp's digital signage monitors are available in multiple sizes, and each offer an impressive super-high-resolution image quality to showcase all manner of content, from detailed text to beautifully textured graphics.

The signage software from easescreen can be operated remotely and customized to meet each company's needs and budget requirements. Key features of easescreen's software includes ease of monitoring, control and setup, simple distribution of content, the ability to import and schedule visuals, as well as highest output quality by using native file formats.

easescreen's offering is versatile, and can be utilized across a number of organizations and various business verticals. These include retailers, supermarkets, government institutions, healthcare departments, transportation, and educational facilities.

"Our alliance with a global powerhouse like Sharp MEA will serve to enhance our current operations in the Middle East region. We now have the ability to expose a larger base of customers to our solutions and can reach markets that were previously out of reach. Further enabling us to achieve our sales goals. We look forward to expanding our business with Sharp," said Stefan Pittl, Sales Director CEE & MEA, easescreen.

Sharp's long-standing commitment to deliver the best technological innovation to its customers. The partnership between Sharp and Easescreen, will offer companies in the region the ability to add value to company messaging and allow them to present their digital signage in a sophisticated and premium manner.

About Sharp Middle East

Sharp Middle East FZE was established in 1998 in Jebel Ali Free Zone, Dubai, UAE as a wholly owned subsidiary of Sharp Corporation. The office is the regional hub for the Middle East and Africa regions, covering 70+ countries. Sharp's primary business activities include audio-visual and communication equipment, health and environment equipment, information equipment, and crystalline and thin-film solar cells. www.sharpmea.com

About easescreen

easescreen is an Austrian digital signage solution with a modular software structure for limitless application – from automatically updated electronic posters in all sizes to interactive terminals and administration of large trans-regional display networks. With easescreen, design, planning, and distribution of multimedia content take place in a single application – intuitively and directly from the workplace or from mobile devices. www.easescreen.com.

If published in print media, we request a specimen copy and if published online, a brief notification.

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