

easescreen at ISE 2017: with a new, completely independent HTML5 client platform

Integrated Systems Europe, hall 8, booth N275: HTML5 as a standard, redesigned web interface, innovative digital signage industry solutions

Graz, January 10, 2017. easescreen, a leading provider of digital signage solutions, is presenting its newly developed HTML5 client at the ISE for the first time, along with a redesigned web interface with numerous extensions. With its HTML5 client, the same-named software is completely cross-platform and compatible with all relevant digital output media, both on wholesale or touch displays as well as monitors and tablets, smart and iPhones - regardless of the operating system. The HTML5 client spans the range between the intuitively operated digital signage system through to complex applications with interactive and data-dependent content. All standard easescreen functions are also available with the new HTML5 client, right "out of the box".

Another highlight is the redesigned web interface. In addition to a fresh, modern design and numerous extensions, there is a graphical monitoring tool, a number of industry-specific templates and interfaces to digital and media asset management systems available for the user. Thanks to dynamic triggers and any combination of parameters, it is possible to align communication and marketing measures to a consumer's time and location in a more targeted way. Moreover, large quantities of digital content can be easily managed and searched for in a variety of formats, and different media formats can be distributed to any output devices in real time.

"With the new HTML5 client, we are focusing on future-proof, open web standards that provide our customers complete freedom of choice regarding the used hardware. This means easescreen offers even more dynamic fields of application. We are also continuously expanding collaboration with technology leaders with whom we are jointly reaching new business areas in the global markets," says easescreen CEO, DI Gerhard Pichler.

At the booth in Hall 8, the whole range of innovative industry-specific digital signage solutions will be on display, augmented by customer examples: easescreen as information, advertising, infotainment, and orientation system in government agencies, universities, supermarkets, hotels, museums, hospitals, retail, and transport or in the manufacturing industry.

easescreen is marketed by distributors, reseller and system integrators worldwide and is available with more than 80.000 licences in 80 countries.

About easescreen

easescreen, headquartered in Graz, Austria, is a digital signage solution with a modular software structure for limitless application possibilities, ranging from automatically updating electronic posters of all sizes, interactive terminals to managing large trans-regional screen networks. With easescreen, multimedia content is controlled, planned and distributed in one single application - intuitive to use, directly from the workplace. easescreen is not tied to any industry at all and is used in wholesale and retail, in industry, transport, also health and education, in the public sector, museums, as well as in hotels and gastronomy. easescreen is one of the leading Digital Signage solutions and is in use at well-known customers such as Allianz, AVL List, Boeing, Casinos Austria, Heineken, OMV, Post AG, Rewe, Siemens, universities throughout Europe, Vodafone or in many bank institutions worldwide. www.easescreen.com

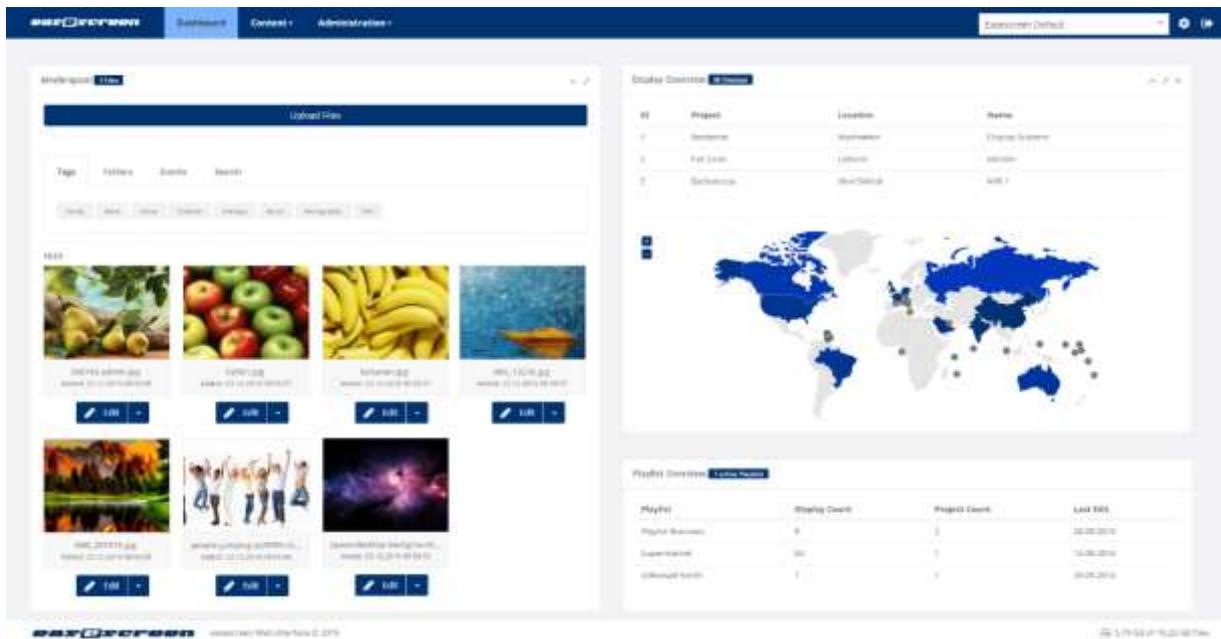
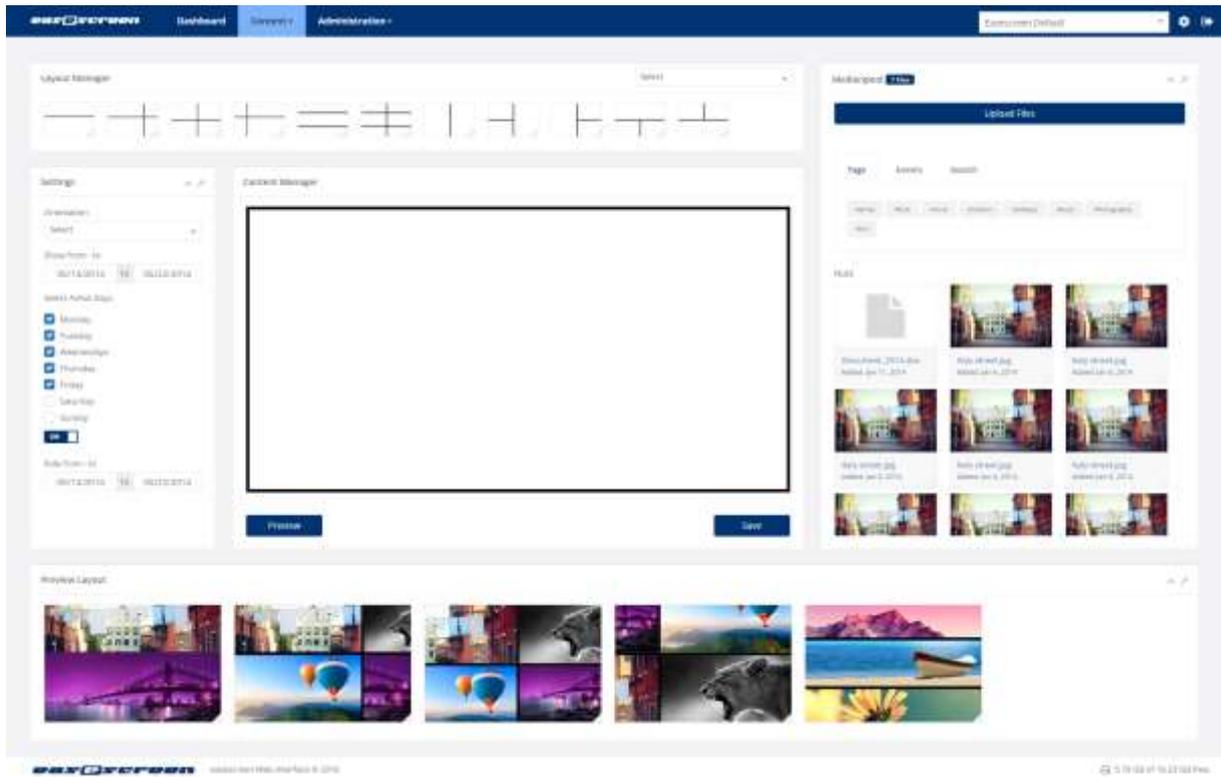
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Impressions of our new web interface



The screenshot displays the Easescreen software interface, which is used for managing digital signage. The interface is organized into several sections:

- Navigation:** At the top, there are tabs for "Dashboard", "Content", and "Administration". A search bar on the right contains the text "Easescreen Default".
- Left Sidebar:** A "Displays & Groups" sidebar lists various displays from "Display 1" to "Display 14".
- Templates:** A "Templates" section at the top right shows a grid of image-based templates for content layout.
- Playlists:** A "Playlists" section in the middle features three playlist cards: "Playlist One", "Playlist Two", and "Playlist October". Each card includes a thumbnail, a "Link" button, and a "New Playlist" button.
- Timeline:** A "Time" section at the bottom provides a visual timeline for scheduling content. It includes a "View Calendar" dropdown, a time scale from 00:00:00 to 24:00:00, and a grid where content items are scheduled as horizontal bars.

At the bottom of the interface, the Easescreen logo and copyright information "© 2015 Easescreen Pty Ltd" are visible on the left, and a version number "v3.17.0.0" is on the right.