

**eas@screen**  
DIGITAL SIGNAGE SOLUTION



# series

**Simple usage,  
striking effect!**

[www.easescreen.com](http://www.easescreen.com)

simple usage, striking effect

## easescreen IN BRIEF

### KEY FACTS!

The demands on modern corporate communication are constantly growing. easescreen sets new standards for digital communication with flexible and user-friendly digital signage solutions. Tailor made. Versatile. Uncomplicated.

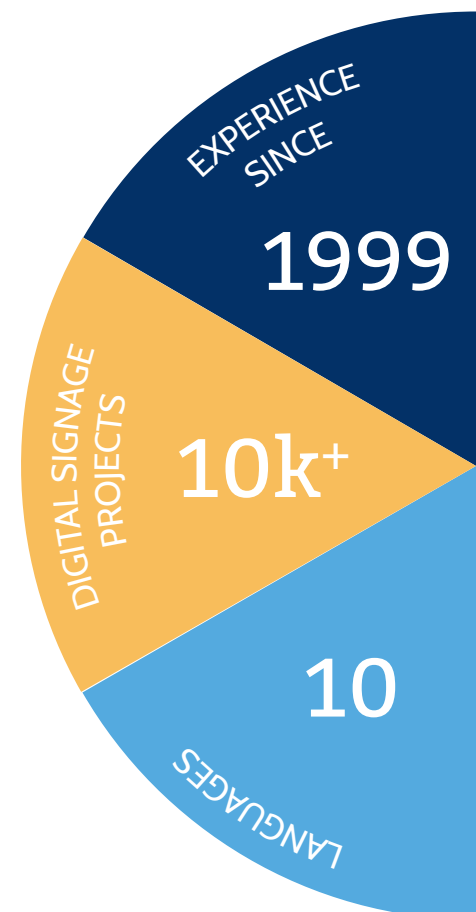
As one of the world's leading software providers, easescreen has been shaping the digital signage industry since 1999. The modular system combines technological leadership with the simplest operation and offers the optimal solution for every size of company and every challenge: This is how your messages get through - on all devices from smartphones to video walls.

Digital signage is a powerful tool with which content can be created dynamically and appropriately for each target group. The ultimate goal is to successfully convey your own message, to arouse emotions and to inspire customers and employees alike. For this reason, companies from over 100 countries around the world trust in easescreen: It transforms the transfer of information into an experience!

Over **two decades** of experience have made easescreen, as an independent in-house development, one of the leading brands in the world of digital signage. Together with our international partner and distributor network, we continue to set new trends in the industry worldwide.

More than 100,000 software licenses in over 10,000 networks and systems work successfully with easescreen - in more than 100 countries worldwide

easescreen is available in **ten languages**: In addition to German, you can use easescreen in English, French, Dutch, Polish, Spanish, Czech, Turkish, Italian and Arabic. This makes us the ideal partner for international projects.



“easescreen shapes the market -  
our employees shape easescreeen.  
This stability in the team ensures the highest  
level of experience and competence.”

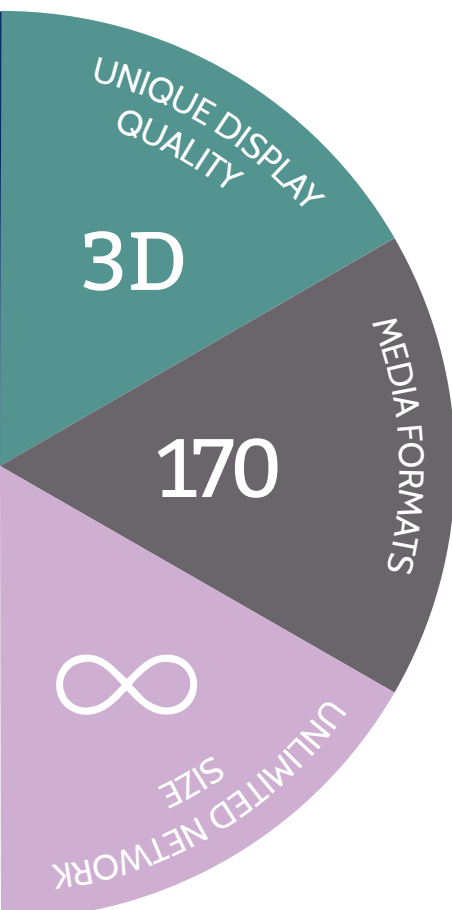
GERHARD PICHLER, CEO



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CTO Peter Feldbaumer and CEO Gerhard Pichler at the easescreeen anniversary celebration.



Our custom-programmed, high-performance **3D rendering engine** guarantees a razor-sharp, smooth display with transparent overlaying of all file formats - for a unique display quality and an enormous variety of graphic effects.

With easescreeen, **170 different media formats** can be imported directly - from PowerPoint presentations, images and videos to HTML5 and websites. With minimum effort and maximum effect.

easescreen is **infinitely scalable** without restriction. Your digital signage grows with you and adapts optimally to your needs - from the single display solution to multinational networks.

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# ADVANTAGES

## USP easescreen

Thanks to unique standard features, easescreen scores with particularly reliable and stable operation. Extremely simple operation and maximum user-friendliness allow extraordinary installations with manageable effort. You can also play mixed systems that are coordinated and synchronized thanks to the easescreen cross-platform functionality.

easescreen stands for uncomplicated process planning, design and visualization of multimedia content. „Regardless of whether infotainment, as an interaction system or automated advertising space with interface connection: As a cross-platform, our software forms the basis for a wide range of applications in the digital signage area.“ (Gerhard Pichler, CEO)

The modular system from easescreen offers the greatest possible

flexibility and enables tailor-made solutions for all areas of application, from single-user solutions to systems for complex chain stores. In addition, hyperlocalization enables the distribution of content at the right time in the right place - and in real time. The high level of user-friendliness always allows easescreen customers to react quickly, easily and in a target group oriented manner, true to the motto:

simple usage, striking effect!

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# POWERFUL SOFTWARE

## POWERFUL POSSIBILITIES

### VERSATILE APPLICATION



- Fast and efficient
- Low production costs
- Highest display quality through native file formats
- No permanent network connection required

### EASY TO OPERATE



- Design, plan and distribute in one application
- No prior knowledge required
- User interface is customizable
- Preview function of all content
- User administration with flexible rights management

### SCALABLE



- Modular software structure
- Easy management of different networks
- Any number of players possible
- No server required
- Fully automated monitoring

### TARGETED ADVERTISEMENTS



- Interactive advertisements by any trigger
- Automated processes
- Grouping of displays
- Hyperlocalization

# EVERYTHING IN ONE SOFTWARE

## PLATFORM INDEPENDENCE WITH THE HTML5 CLIENT

With the HTML5 Client, easescreeen is a cross-platform solution, compatible with all relevant output media formats, regardless of the operating system: touch displays or monitors, tablets or smartphones. With easescreeen, you can manage your digital content for any desired output device - regardless of location, operating system, or platform.



simple usage, striking effect

# easescreen PRODUCTS

Take full advantage of digital signage potential

easescreen makes digital communication easier and more effective than ever before. Out of the box or customized: easescreen is scalable and configurable for all projects. Depending on the requirements, easescreen offers different licensing packages.



<div>HTML5 &amp; Windows Client</div> <div>ENTRY LEVEL ← ○ → PROFESSIONAL</div>			
Applications	easescreen SIMPLE SIGNAGE	easescreen BUSINESS SIGNAGE	easescreen ENTERPRISE SIGNAGE
	Digital posters Price tags Welcome board Simple digital advertising	Corporate TV Infosysteme Infotainment DOOH	Interactive systems and dynamic content Industrial Data Systems Hyperlocalization
	Easy maintenance Simple design	Easy maintenance Simple design	System Management
Editor	incl. Screenmanager Webinterface optional	incl. Screenmanager and Web CMS Webinterface optional	incl. Screenmanager and Web CMS Webinterface optional
Licensing models	On Premises	On Premises	On Premises
Functions and media	Pictures, text, video	All types of media + simple interface all videos, all pictures, PDF; PPT; etc. Web pages	All types of media + simple interface all videos, all pictures, PDF; PPT; etc. RSS feeds Custom interfaces Web pages Interactivity, Triggers, Sensors



## TECHNICAL PARTNERS

Visualization - Hardware - Apps



## ONE SOFTWARE FOR ALL NEEDS

**eas@screen**

## SOLUTIONS / APPLICATIONS



Audience  
Measurement



Digital Price Tags



Infotainment  
Screen



Smart Crowd  
Control



Queuing System  
Sign



Dashboard



Wayfinding &  
Digital Door Signs



Menuboards



Lift & Learn/  
Place & Learn



Videowalls/  
LED Walls

## PARTNERS AND INTEGRATORS

System Design   Implementation   Software   Hardware   Content   Support

**COMPLETE SOLUTION**  
infinite communication possibilities

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# ALREADY OVER 100,000 LICENSES AND MANY SATISFIED CUSTOMERS WORLDWIDE.

The best advertising is the success achieved by those customers who have implemented impressive and extraordinary projects with easescreen. Pioneers and visionaries from a wide variety of industries have sworn by easescreen for years to reach their target groups with their messages.

Be inspired by the unlimited possibilities that easescreen offers in practical use and be amazed at what can be implemented in corporate communication with little effort in a visually appealing and target group oriented manner thanks to easescreen.



## FINANCE

As a long-standing customer, Bawag PSK uses easescreen's web interface for planning, design, monitoring and distribution of the digital content for all branches throughout Austria. The signage solutions are perfectly integrated into the branch concept and blend harmoniously into the interior design.

Displays with high luminous intensity are used in the shop window, which attract the viewer's attention and thus act as the first point of contact with the customer along the customer journey. Additional products and services are presented to customers at other hotspots – simply designed content that is tailored to the target group



## TRANSPORTATION

The Silvrettaseilbahn AG in Ischgl has been successfully operating a local TV station with easescreen since 2012, the content of which is played out via video walls, individual displays and other output devices. „The system is easy to use and convinces with permanently stable operation“, Thomas Kleinheinz, Head of Marketing at Silvrettaseilbahn AG, is extremely satisfied.

Thanks to the intuitive and uncomplicated application, the content can be flexibly adapted to current requirements at short notice. In this way, guests and visitors always receive up-to-date information that is relevant to them.



## RETAIL

Retail giant Kaufland took the big step into the digital future and equipped more than 120 branches in Germany with modern digital signage screens. The heart of the digital rollout is the easescreen digital signage software.

The entire content is planned by Kaufland's central marketing department, designed using the user-friendly easescreen content management system and distributed to the individual screens in real time.





## EDUCATION

The TU Graz project, Laboratory for Innovation on the Inffeldgasse campus, is Austria's largest academic makerspace and combines innovative media technology with the latest digital signage technology.

In this InnoLab, new product ideas and designs are developed collaboratively, the prototypes are made in-house and new business models are tested right away. The new makerspace is therefore an ideal interface between industry and university research to promote cooperation and joint innovation.



## ENTERTAINMENT

Technorama is a technology museum and offers hands-on research. With almost 300,000 visitors per year and an exhibition area of 8,000 m², the analogue signage system was replaced with a modern solution using digital signage.

The development of a guidance system for visitor and employee information often represents a special challenge. At the same time, it offers the opportunity to relieve employees and to offer visitors service and quality. Visitors to the website can book workshops and laboratories in the museum and these are visualized on the displays in real time.



## ENTERTAINMENT

Casinos Austria AG uses easescreen to display current content from the areas of business, sport and society on more than 150 LCD screens and video walls of various sizes. The intuitive operation of the system makes the coordination of the highly complex digital signage network child's play: the screens can be controlled via easescreen either via smartphones or tablets.

A particular highlight is the minute-by-minute mega-million jackpot display, which is integrated directly via its own interface and displays information in real time.



“With easescreen, we at K-Businesscom AG have had a reliable partner for 20 years who optimally covers all requirements. For this reason we rely exclusively on easescreen for practically all of our projects.”

CHRISTIAN-THOMAS RETINGER, Senior Business Consultant – K-Businesscom AG

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## HEALTHCARE

K-Businesscom AG equipped more than 200 pharmacies with a digital signage system in the sense of a holistic approach in a rollout. The content concept is editorially planned nationally by GSK-Gebro and also includes the pharmacy's own subjects. The solution is controlled via UMTS throughout Austria.

„For a digital signage project of this size, easescreen more than convinced us as a software“, says Christian-Thomas Retinger, K-Businesscom AG, enthusiastically.



## CORPORATE COMMUNICATION

Gebauer & Griller are the leading manufacturers of cables, wires and cable harnesses for the automotive, elevator and escalator industries as well as for special industrial applications.

To provide the latest information and key figures optimally to the 4,000 employees at 14 international locations, digital signage is used for the company's corporate TV. Real-time data from the production line is also visualized throughout an interface. Thus each area is always up to date.



## JOIN THE FAMILY!

Are you more of a trendsetter than a late bloomer? Would you like to implement sensational projects with your customers? Then you too should become a member of the easescreen family!

We rely on cooperation with competent companies worldwide and support them with our know-how in successfully implementing their customers' projects.

We want to be partners, not competitors. That is why easescreen products are only available through our qualified partner companies.





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