

## Press Release

*Graz, July 31st, 2023*

### **easescreen and Hikvision: New Partnership**

**easescreen has officially added Hikvision to its ecosystem with the latest software release X.2306.**

Founded in 2001 and headquartered in Hangzhou, China, Hikvision is best known for its intelligent camera solutions. Specializing in image and video technologies, their product portfolio is complemented by their Pro Display series, also used in Digital Signage. With years of expertise in image processing, the displays offer numerous advantages in unusual lighting conditions and for image enhancement.

#### **Broad thinking for sustainability**

In terms of lifecycle, supply chain, and production emissions, easescreen is also pursuing partnerships with non-industry manufacturers to give customers an ever more comprehensive range of (re)usable options. "Hikvision approached us to continue their advance into Digital Signage. The integration has been amazingly fast and easy, showing that even non-industry hardware can be used and repurposed for Digital Signage to increase sustainability." Says Peter Feldbaumer, CTO easescreen.

easescreen values Hikvision's high display quality and reliable 24/7 operation, which align with their vision of "Simple Usage, Striking Effects" for Digital Signage. This serves as the foundation for their partnership.

#### **A new market**

"Since Hikvision was founded in 2001, our company has continuously invested in research and development to always offer innovative solutions to our partners and has become the world leader in video-based security systems. As this core business is related to image capture, processing, and storage, it was natural to also provide displays for it in order to offer unified systems.

We have been active in the field of professional displays since 2008. Initially only in the Asian market, but now also in the very demanding market in Europe and the DACH region. I am extremely happy about the integration of easescreen on our devices. This means that existing easescreen customers can now also use Hikvision hardware without having to make any changes to the system or software, and we can also serve our partners' requests for a solution with easescreen," said Alexander Hofer, project manager in charge at Hikvision.