

## Press Release

*Graz, January 17th 2024*

### **easescreen Unveils Simplified Licensing and Exciting Collaborations at ISE 2024**

**As the world converges at ISE 2024, easescreen takes the stage with groundbreaking announcements. With a commitment to simplicity, flexibility, and innovative partnerships, easescreen invites you to witness the future of visual communication.**

In a strategic move towards simplicity, easescreen bids farewell to the differentiation between licenses for Windows players and HTML5 applications. Going forward, all licenses will be cross-platform variants, offering unparalleled flexibility for installations. Additionally, despite being known for providing purchase licenses globally, easescreen now extends its offerings with Software as a Service. The Simple, Business, and Enterprise license packages are available for rent at an attractive price, complete with Software Assurance plus.

#### **easescreen Marketplace – Stronger Together**

Building on the success of last year's event, easescreen proudly hosts a Digital Signage marketplace featuring select ecosystem partners, delivering comprehensive solutions. Notable highlights include:

- **Adtrac:** Already in use at a major German retailer, Adtrac's and easescreen's Programmatic and Sales Module showcases the synergy between AI and Digital Signage, offering an advanced programmatic advertising and sales solution.
- **Ocilion:** Already in use at the Styria Media Group headquarters in Graz for a seamless Digital Signage & IPTV experience, the collaboration with ocilion expands the scope of digital communication.
- **Giada:** As a global supplier of embedded PCs and motherboards, Giada's products are seamlessly integrated into projects with easescreen, exemplifying trusted Digital Signage players.
- **BLITZEN:** easescreen's official ISE content partner, BLITZEN, with nearly three decades of digital expertise, provides a glimpse into the innovative content possibilities shaping the future of visual storytelling.

As ISE 2024 unfolds, easescreen encourages all attendees to join in the exploration of a future where simplicity, flexibility, and collaboration converge to redefine the digital signage experience.