



series

**Simple usage,
striking effect!**

easescreen IN A NUTSHELL

TAILOR MADE - VERSATILE - EFFORTLESS

Modern corporate communication demands are constantly growing. easescreen sets next-level standards for digital communication with flexible and user-friendly digital signage solutions.

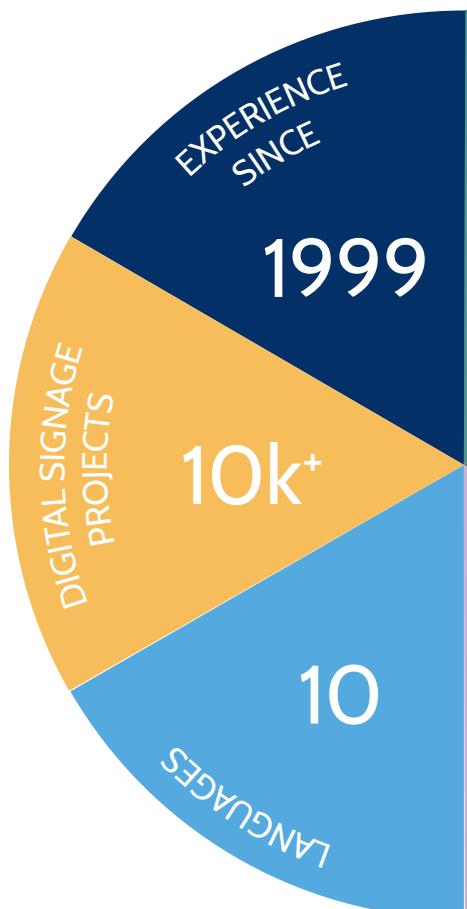
As one of the world's leading software providers, easescreen has been shaping the digital signage industry since 1999. Our modular system combines technological leadership with simple operation and offers the optimal solution for every company size and challenge: This is how your messages get through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

Digital signage is a powerful tool to create content dynamically and appropriately for each target group. The goal is to successfully convey your message, awaken emotions, and inspire customers and employees. For this reason, companies from over 100 countries worldwide trust easescreen: It turns the transfer of information into an enjoyable experience!

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

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 - our multi-linguality is ideal for international projects!

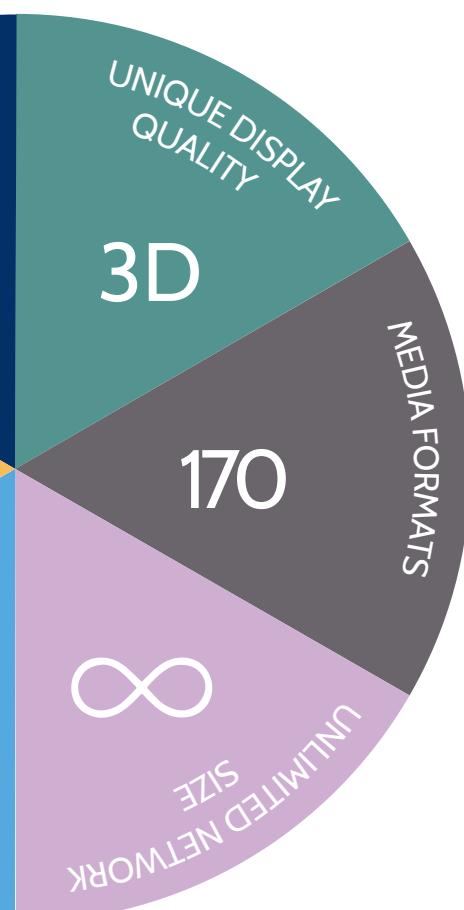


“easescreen shapes the market - our employees shape easescreen. The team's stability guarantees the utmost level of expertise and skill.”

GERHARD PICHLER, CEO



The easescreen team at the 2023 Christmas party



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

easescreen can import **170 different media formats**: from PowerPoint presentations, images, and videos to HTML5 and websites - minimum effort, maximum effect!

easescreen is **infinitely scalable**. Your digital signage system grows with you and adapts to your needs - from a single display solution to multinational networks.

ADVANTAGES USP easescreen

easescreen's unique features build on a foundation of reliable and stable operation. Easy-to-use interfaces enable extraordinary installations with unexpectedly low effort. Thanks to easescreen's cross-platform functionality, you can also coordinate mixed systems.

easescreen stands for simple design, scheduling, and visualization of multimedia content.

"As a cross-platform solution, our software is the core of all Digital Signage applications - from infotainment to interactive kiosks and programmatic advertisement!"

(Gerhard Pichler, CEO)

easescreen's modular system offers maximum flexibility and enables tailor-made solutions for all applications, from single-user solutions to complex retail systems. In addition, hyper localization enables the distribution of content at the right time in the right place - and in real time. Our user-friendliness always allows easescreen customers to react quickly and in a target group oriented manner, true to the motto:

simple usage, striking effect!

POWERFUL SOFTWARE POWERFUL POSSIBILITIES

VERSATILE APPLICATION



- Fast and efficient usage
- 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

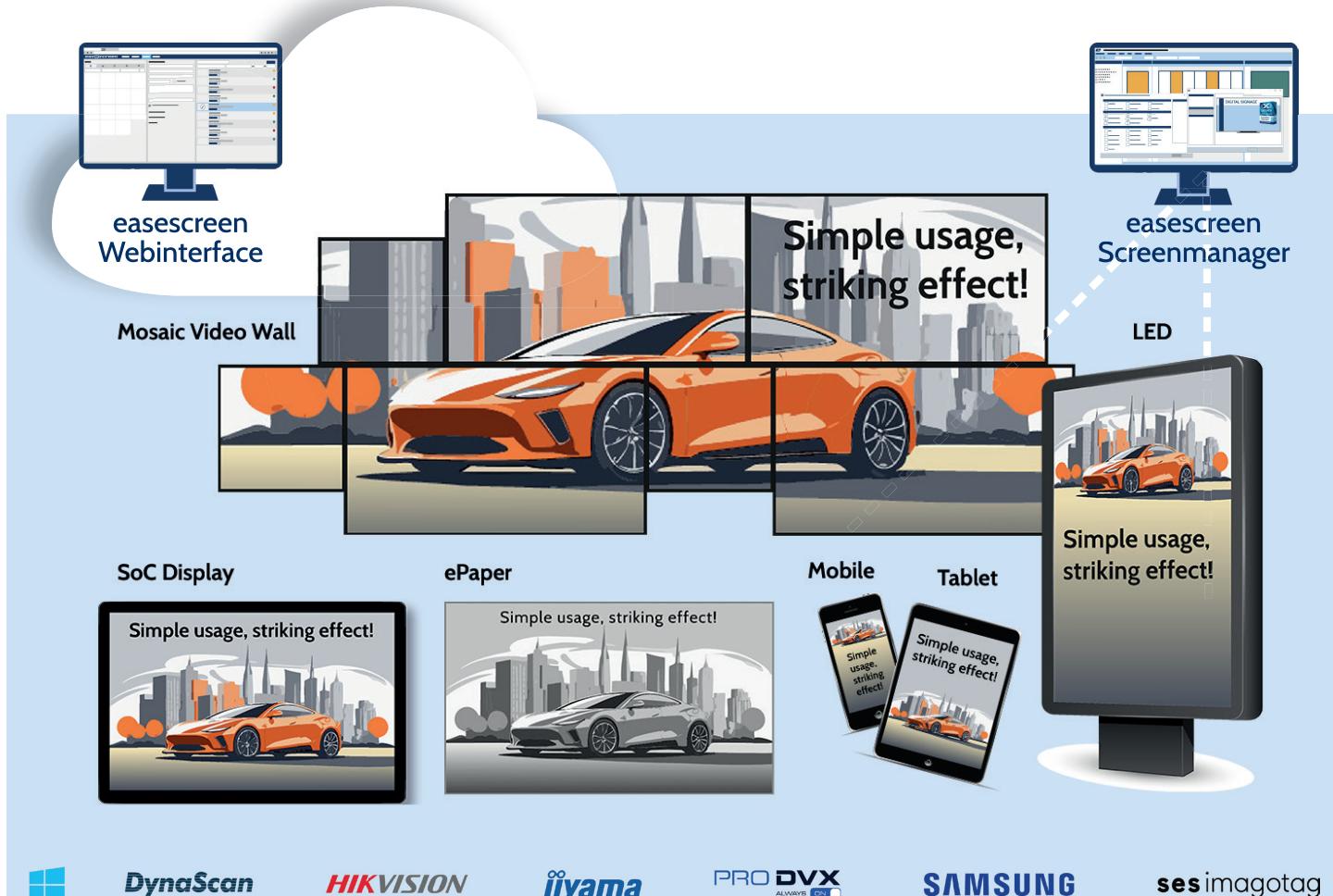
TARGETED ADVERTISEMENTS



- Triggered interactive advertisements
- Automated processes
- Display grouping
- Hyper localization

EVERYTHING IN ONE SOFTWARE PLATFORM INDEPENDENCE WITH easescreen

Unlimited freedom with easescreen: manage your digital content for any desired output device – whether touch displays, monitors, tablets or smartphones – cross-platform and compatible with all relevant media formats, regardless of the operating system.



simple usage, striking effect

easescreen PRODUCTS



Take full advantage of digital signage potential for every project in every industry

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.

ENTRY LEVEL PROFESSIONAL		
Applications		
QSR Menuboard Infoboard Digital Advertisement	Synchronized 4K QSR Menubards Corporate-TV, customer information and digital bulletin board Videowalls for ambiance and advertisement Dynamic, automated Digital Signage	Advanced Corporate-TV with interactive queueing and wayfinding systems DOOH with hyperlocalization and interactivity Interactive, immersive Digital Signage Kiosk (interactiv)
Features		
Multi-location Digital Signage networks Control and monitoring of end devices Design, plan and distribute layouts for basic media formats	Multi-location Digital Signage networks Control and monitoring of end devices Design, plan and distribute layouts for extended media formats 4K/UHD resolution Playlist synchronization	Multi-location Digital Signage networks Control and monitoring of end devices Design, plan and distribute layouts for all media formats Frame synchronization of players Interactivity, hyperlocalisation Third-party interfaces
Media and Content Formats		
Pictures, text, video, websites, Widgets/Templates (e.g. Weather, Social Media, etc.)	Pictures, text, video, websites, Widgets/Templates (e.g. Weather, Social Media, etc.), PDF, PPT, music, dynamic data	Pictures, text, video, websites, Widgets/Templates (e.g. Weather, Social Media, etc.), PDF, PPT, music, dynamic data, streaming, RSS feeds, interactivity, triggers, sensors
Redaktion - inkl. Managementserver, Bookingtool und Webinterface bei Software Assurance plus		
inkl. Screenmanager	inkl. Screenmanager und Web CMS	inkl. Screenmanager und Web CMS
License model		
Perpetual License (+ optional: Software Assurance plus) / SaaS License		



TECHNICAL PARTNERS

Visualization - Hardware - Apps



ONE SOFTWARE FOR ALL NEEDS

easEsceen

SOLUTIONS / APPLICATIONS



Audience
Measurement



Digital Price Tags



Infotainment
Screen



Smart Crowd
Control



Queuing System
Sign



Dashboard



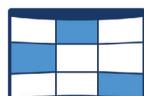
Wayfinding &
Digital Door Signs



Menuboards



Lift & Learn/
Place & Learn



Videowalls/
LED Walls

PARTNERS AND INTEGRATORS

System Design Implementation Software Hardware Content Support

COMPLETE SOLUTION
infinite communication possibilities

series

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

The best advertisement is the success achieved by customers who have implemented impressive and extraordinary projects with easescreen. Pioneers and visionaries from various industries have relied on easescreen for years to effectively communicate with their target audience.

Be inspired by the unlimited possibilities that easescreen offers for practical use. Implement visually appealing and target group-oriented communication with little effort thanks to easescreen.



FINANCE

As a long-standing customer, Bawag PSK uses easescreen's web interface for planning, designing, monitoring, and distributing digital content for all branches throughout Austria. The signage integrates perfectly into the branch concept and fits seamlessly into the interior design.

Shop windows feature high-brightness installations that attract attention, creating an impressive first contact on the customer journey. Inside, hotspots present additional products to the target group using eye-catching content.



TRANSPORTATION

Ischgl, Switzerland-based Silvrettaseilbahn AG has been using easescreen to operate its local TV station since 2012. easescreen also deploys content to video walls, individual displays, and other output devices. Thomas Kleinheinz, Head of Marketing at Silvrettaseilbahn AG, is extremely satisfied: „The system is easy to use and convinced us with permanently stable operation.“ The intuitive user interface enables the client to adapt content to current requirements at short notice. In this way, guests and visitors always receive up-to-date and relevant information.



RETAIL

Retail giant Kaufland made a big leap into the digital future by installing digital signage screens in several hundred branches across Europe. easescreen is at the heart of this project. The screens provide customers with information about the store's products and services, the latest promotions and special offers. This digital transformation helps Kaufland increase sales and customer engagement. Kaufland's central marketing department employs a highly intuitive content management system to seamlessly schedule and deploy dynamic content to various screens in real-time.



EDUCATION

TU Graz's Laboratory for Innovation on the Inffeldgasse campus combines innovative media technology with the latest digital signage technology to create Austria's largest academic maker space.

It develops innovative product ideas and designs collaboratively, creates prototypes in-house, and tests new business models immediately. The maker space provides an ideal interface between industrial and university research to promote joint innovation.



ENTERTAINMENT

Technorama is a technology museum that offers hands-on discovery. With almost 300,000 annual visitors and an exhibition area of 8,000 m², it has recently replaced the analog signage system with modern digital signage.

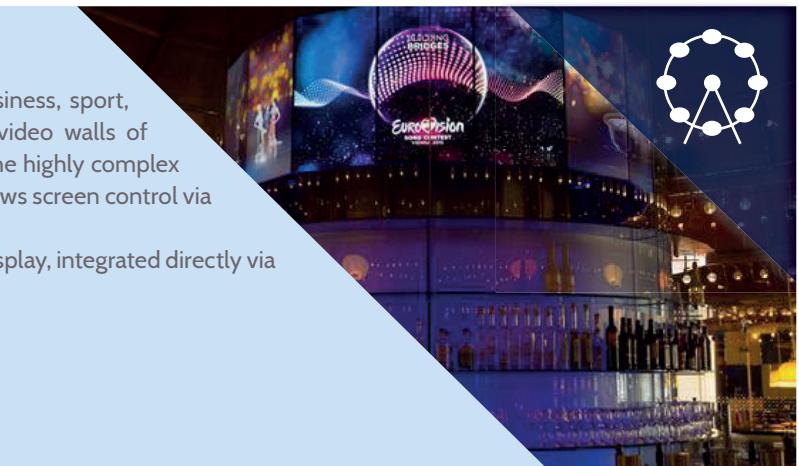
easescreen simplifies developing visitor and employee guidance systems, while enhancing customer service by displaying real-time online workshop and laboratory bookings. This relieves employees and provides quality service to visitors.



ENTERTAINMENT

Casinos Austria AG uses easescreen to display relevant business, sport, and high society content on over 150 LCD screens and video walls of various sizes. The intuitive operation turns coordination of the highly complex digital signage network into child's play: easescreen even allows screen control via smartphones and tablets!

A particular highlight is the real-time mega-million jackpot display, integrated directly via its own interface.



“For 20 years, easescreen has been our reliable partner, covering all requirements optimally. For this reason, we rely exclusively on easescreen for practically all our projects.”

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

simple usage, striking effect



HEALTHCARE

K-Businesscom AG equipped more than 200 pharmacies with digital signage in a holistic rollout. GSK Gebro plans the supra-regional content concept, incorporating pharmacy-specific subjects. UMTS controls the solution throughout Austria.

Christian-Thomas Retinger, K-Businesscom AG, says enthusiastically: „easescreen convinced us as the right software for a digital signage project of this size.“



TRADE & INDUSTRY

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

The company uses digital signage to provide 4000 employees in 14 locations with the latest production information. A custom interface also visualizes real-time production data. 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 customer projects? Join the easescreen family!

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

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



NOTES

HAVE A NICE DAY

easescreen

DIGITAL SIGNAGE SOLUTION

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