

Press Release

Vienna, September 16, 2025

Advertima and easescreen join forces for targeted Digital Signage solutions

St. Gallen/Graz – Advertima, a leading provider of AI-powered in-store and retail media technologies, and easescreen, one of the most established international digital signage software solutions, announce their strategic partnership.

The integration of their systems enables retailers, brands, and media operators to control digital content in real time and optimize it based on GDPR-compliant audience analyses. This allows campaigns to be delivered in a contextual, personalized, and more efficient way.

“With easescreen, we are expanding our ecosystem with a powerful and internationally proven digital signage solution,” says **Iman Nahvi, CEO of Advertima**. “Real-time targeting creates direct value for data-driven campaign optimization.”

Gerhard Pichler, CEO of easescreen, adds: “The collaboration with Advertima opens up new opportunities for our customers to place messages visibly and in a contextually relevant way.”

The joint solution is now available to both new and existing customers of both companies.

About easescreen

Based in Graz (Austria), easescreen offers a flexible and user-friendly digital signage software for planning, managing, and distributing digital content for businesses of all kinds.

About Advertima

Headquartered in St. Gallen (Switzerland), Advertima develops AI-based retail media solutions for data-driven in-store communication, enabling the precise delivery of digital content in physical retail environments and beyond.