Press Release

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ISE 2026: easescreen presents further developments for an increasingly diverse digital signage ecosystem

Integrated Systems Europe 2026 once again highlights the rapid pace of change within the digital signage market, with easescreen responding through a comprehensive set of new updates. At the beginning of the year, the Graz-based software company not only expanded its support for additional SoC platforms, including new series from AG Neovo as well as ePaper displays from Samsung and Sharp. Numerous features within the browser-based web interface – the central screen manager for day-to-day content operations – have also been enhanced and adapted to modern workflows.

One of the most notable innovations is the expanded scheduling interface, which now offers a familiar calendar view within the web interface as well. This further increases consistency across the various easescreen interfaces – an aspect long-standing users particularly appreciate. At the same time, the tools for interactive scenarios have been modernized and integrated directly into the browser-based workflow, enabling complex touch or sensor-based setups to be implemented more quickly without the need for local software installations.

Another key focus is efficient content production. Newly introduced integrations with external media libraries allow editorial teams to easily access professional, license-compliant content directly within the web interface. This step is designed to accelerate everyday content creation without compromising on quality or compliance.

One topic attracting particular attention is the growing relevance of programmatic advertising within the digital signage environment. easescreen is opening up to this trend through a new interface that enables advertising inventory to be marketed not only via its long-standing partner Adtrac, but also through other independent platforms. To enable more precise audience targeting, easescreen has also integrated the AI-powered analysis and recommendation technology from Advertima. Its sensor systems can suggest contextually relevant content in real time – an approach that is becoming increasingly important, especially in retail and transit environments.

Despite this openness toward data-driven and cloud-based workflows, easescreen remains true to its core philosophy: all components can still be operated entirely on premises, and the traditional perpetual license model continues to be available alongside the SaaS offering without restriction. For many organizations, particularly those operating in regulated environments, this freedom of choice remains a decisive factor.

In keeping with this blend of stability and innovative strength, easescreen is also placing a strong spotlight on its Austrian roots at ISE. The presence at booth 3G100 impresses with a distinctive "Austrian look" that goes far beyond mere scenery. It visually connects the brand's heritage with its powerful software, making core values such as reliability and technological precision immediately tangible. A special highlight quite literally awaits visitors underfoot: a spectacular LED floor transforms the booth into an immersive experience, demonstrating live how easescreen can turn any surface into a dynamic stage.

With this combination of technological breadth, integration capability, consistent platform independence and a clear brand identity, easescreen once again underlines its role as a stable yet highly innovative player in an increasingly diversified market.

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.