

Hannover, 05.02.2020

## Press release: Bring your own Device for Digital Signage! heinekingmedia presents new "DigitalSignage.Cloud" subscription at the ISE, Amsterdam.

In the field of digital signage - whether in retail or in branch offices of companies - **only the surface is scratched until today**. Screens are actually everywhere, but marketers often underestimate the possibilities of the existing infrastructure right before their eyes. If the already installed screens are occupied with content at all, they are usually not controlled and played with a uniform CMS, but with "piece solutions" that have been gathered together. Today, the efficient use of digital signage is much easier, more convenient and more flexible.

At the ISE - the world's largest exhibition for AV and system integration - heinekingmedia will present the "DigitalSignage.Cloud" from February 11th to 14th 2020 in Amsterdam at hall 8 booth E225. Thanks to "Bring your own Device", the screens already available - no matter if screen, tablet, smartphone or LED wall - can now be easily converted into a professional, digital advertising medium for your own products and offers.

DigitalSignage.cloud is the software solution for an appealing and promotionally effective presentation of content. With the cloud solution, content can be automatically controlled from one platform on all screens and end devices.

With the DigitalSignage.cloud, users can easily create their own content loops. These can then be managed centrally via the cloud. Regardless of the platform: all devices can be centrally accessed from the cloud with the appropriate player software. The user himself decides whether the screen is to become a digital poster, video screen or multi-touch terminal. Users only pay for what they really need. The various subscription packages adapt to the possibilities of the existing end devices.

In retail, for example, **the possibilities of digital signage are hardly used in the sustainable customer journey**. A screen in the shop window can lure customers directly into the store with attractive advertising. Once there, screens guide them through the individual product groups. They not only display offers, but also helpful information. Exhibition devices such as smartphones are also directly fed with suitable information. In this way, the customer is accompanied and supported from start to finish. The need to take one's own smartphone out of one's pocket for price comparisons is thus avoided. The new "DigitalSignages.Cloud" enables such an implementation in a playful way via only a single central CMS (Content Management System).



The DigitalSignage.Cloud subscription starts from € 15.99 (plus VAT) per month per screen, discounts are available from 6 screens. The subscriptions are free of charge for the first month. In addition, subscriptions can be cancelled on a monthly basis, allowing flexible booking and use of the DigitalSignage.Cloud.

For the launch at the ISE 2020, the largest subscription package "Professional" is available with all features instead of 29.99 € (plus VAT) per month at the favorable "basic" subscription package price of only 15.99 € (plus VAT) per month per screen (with 24 months duration / other durations vary).

#### **Included in the scope of services depending on the selected subscription model:**

- Player license matching the end device (Common platforms supported: Windows, Samsung SOC 2.0, Samsung Tizen, Android and even Amazon Fire Tablet and Amazon Fire TV)
- Transmission of the created content to the devices is possible via any Internet connection
- Full screen display or flexible screen layout in any resolution including touch functionalities
- Automatic switch-on/switch-off times depending on the end device & scheduled content, screens and playlists
- Editors for own content loops, but also for the compilation of playlists
- Enhancement of own content through paid AddOns in the DigitalSignage.Cloud Content Store
- User administration and automatic content upload via Sync (premium features)



**Digital signage as it should be. Easy, scalable, flexible, reliable.**

Setting up the DigitalSignage.Cloud subscription is easy with the DigitalSignage.Cloud Control app. This is available for both Android and iOS from the start of the ISE. The user enters his data here accordingly, selects a subscription and registers the screen. Afterwards the "DigitalSignage.Cloud Player App" can be downloaded directly on the

device - no matter if Windows, Samsung SOC 2.0, Samsung Tizen, Android or Amazon Fire Tablet and Amazon Fire TV. Finally, the content to be displayed is uploaded and controlled via the web interface.

#### **About heinekingmedia**

heinekingmedia GmbH develops modern screen communication and professional secure messaging for authorities, companies, schools and retail. With currently 120 employees, more than 11,500 customers with 25,000 active screens and 1.5 million app users daily are supplied.

heinekingmedia is market leader in the field of digital signage. Furthermore heinekingmedia operates with DOOH.eu the largest Digital out of Home network in Germany. The company is especially known for its products Digitales Schwarzes Brett® (DSB®), stashcat®, schul.cloud® (pro), Digital Tafel, MediaBox and DOOH.eu.

Supported by founder and mentor Willi Heineking, heinekingmedia was founded in 2006 by Johannes Harries and Andreas Noack, at the age of 22 years. Since 2013 heinekingmedia is part of the Madsack Media Group, the publisher of numerous local daily newspapers in Northern and Eastern Germany. heinekingmedia works in cooperation with national and international partners such as Samsung, Motorola as well as Hytera Mobilfunk and operates its own franchise system for MediaBox and DOOH.eu.

heinekingmedia develops also in the future data protection compliant and modern communication solutions, which enable a secure and effective information flow.