



Liberty AV Announces Rollout of Digital Media Services

Comprehensive Services Include Free Signage Templates, Customized Content Options, and Hardware Bundling, Designed for the Unique Needs of Varying Vertical Markets

Known for keeping up on the most current AV innovations, Liberty AV Solutions has once again advanced their product offerings. Beginning in January of 2019, Liberty AV will now offer [Digital Signage Solutions by Novisign](#), complimenting Liberty's [NEW DigitaLinx digital signage hardware offering](#) and high-powered cable offerings.

This announcement comes at a perfect time for Liberty's integrators to capitalize on a rapidly growing market. According to [Grand View Research](#), 'Digital Signage is poised to double its growth within 6 years... The global digital signage market size was estimated at USD 16,044.1 million in 2016 and is anticipated to reach USD 31,714.1 million by 2025.'



Diving into Digital Signage: [DigitaLinx Digital Media Player \(DL-DMP-A\) Complements New Novisign Application Licenses](#)

With statistics like these, digital signage has secured its place in the world of AV. Liberty has positioned themselves to meet this new technology head-on by offering these in-demand integration options, while making them both easy to use and of excellent value, saving both time and money, while increasing revenue opportunities for the AV installer.

Liberty will offer a 12-month, Novisign Digital Signage cloud-based application license, renewable annually. The cloud based management software is intuitive and easy to use and can turn any display into digital signage. Users can assemble simple playlists, add news feeds, and easy to use widgets such as Twitter and Facebook. All capabilities are powered by application-focused content templates



that are included in the license. Best of all, these content templates are included free of charge with the Novisign application.



To meet custom end-user requests, content creation resources will be available from Liberty and Novisign, further expanding on the digital signage services integrators will now be able to deliver to their end users with ease.

The Novisign app license can be purchased separately, or a DigitaLinx digital signage player ([Item Number DL-DMP-A](#)) with the Novisign app already pre-installed can be paired with the licenses for easy system bundling- simply add a display! For unique vertical market needs and to deliver further cost and time savings, complete bundled system packages with hardware and licenses are available for a simple plug-and-play setup, delivering further cost and time savings.

To assist in integrating digital media services into your business, Liberty AV and Novisign will offer a variety of training videos and webinars in the coming months.

Add Liberty AV to your show stops at [ISE 2019 \(Booth K15-K227\)](#) or visit [the Liberty AV Website to learn more about these Digital Media Services.](#) Contact Liberty AV Solutions at 800-560-8998 or via orders@libav.com for more information.