

ISE 2019: easescreen celebrates 20th anniversary and premiere of version X19

Hall 8, Booth E120: Place & Learn, Lift & Learn, Digital Signage trends and many other attractions

Graz, January 28, 2019. easescreen, a leading provider of Digital Signage software, is taking the Integrated Systems Europe (ISE) 2019 from 5 to 8 February as an opportunity to celebrate its 20th anniversary with its booth visitors. For the first time, the new easescreen version X19 with integrated sensor technology as well as numerous new functions and extensions will be presented to an international audience.

At the 200 sqm booth easescreen is showcasing its comprehensive simple signage to enterprise solutions as well as practice-oriented application scenarios on different screen variants and forms. From interactive digital door signs and touchscreens to large-format displays and video walls to special LED formats.

One of the innovations of the new version X19 is the integrated "Place & Learn" and "Lift & Learn" solution for ultimate shopping experiences. "Place & Learn" in action is demonstrated live on the basis of market-ready examples. Placing a product on a defined area equipped with sensors based on RFID technology triggers a digital advertising message on a display. In this way, the customer is provided with further product details in the form of texts, images, and videos as well as matching comparison products. This emotionalizes, creates efficient customer communication at the POS and helps with the purchase decision.

With the X19, the editing and administration tools easescreen Screenmanager and Webinterface II have also been further developed. New features include the reusability of stored program schedules, a faster search for media content and improved user-friendliness. In addition, ready-made templates and media files will be included in the delivery of the Webinterface II.

Further highlights at ISE are live presentations of best practice examples as well as workshops and short lectures "All easy with easescreen" and "Trends in Digital Signage". For the 20th anniversary, there will be a wheel of fortune with attractive daily prizes and a booth party, to which easescreen cordially invites visitors on the first three days of the trade show from 5 p.m.

"Over the past two decades, easescreen has become an internationally recognized manufacturer of innovative Digital Signage solutions. We are proud of that. The key success factor of our company is the trust of our customers, who have remained loyal to us over all these years and whose feedback has contributed to our continued development. And, of course, we would like to thank our employees, without whose competence, know-how and commitment, this success would not have been possible. We are looking forward to further exciting years in which easescreen as a pioneer will focus on future markets in which sensor technology and interactivity will play an important role. We are well-prepared and will continuously keep an eye on the market requirements of the future," explains Gerhard Pichler, CEO at easescreen.



*Download images „20 years easescreen - team“, „Gerhard Pichler, portrait photo“, „Gerhard Pichler (r.) & Peter Feldbaumer (l.)“
[72dpi \(840x560px\)](#) (2,1MB) - [300dpi \(3500x2340px\)](#) (17MB)*

About easescreen

easescreen is one of the leading providers of Digital Signage solutions. With the powerful, scalable software, audiovisual and interactive media content can be created, planned and distributed to an unlimited number of networked displays. Daily program sequences can be controlled in advance to the second and changes can be updated in real time - from one's workplace as well as from mobile devices.

The company, headquartered in Graz and with two sales offices in Vienna (Austria) and Lucerne (Switzerland) was founded in 1999 by CEO Gerhard Pichler and CTO Peter Feldbaumer and currently employs 25 people. As a pioneer in the field of Digital Signage, easescreen can look back on 20 years of successful market presence in the DACH region. easescreen is marketed worldwide by resellers, distributors and system integrators and is used in more than 80 countries with more than 100,000 software licenses. easescreen is in use at well-known customers such as Allianz, AVL List, Casinos Austria, feratel, Heineken, Kaufland, OMV, Post AG, Kapsch BusinessCom, Siemens, universities throughout Europe and numerous banks. www.easescreen.com

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