

## **Userful Grows Its Visual Networking Platform and Arms IT Departments to Manage the Next-Generation Enterprise**

*Leverage Video and Data from Any Source and Share with Any Traditional or Smart Displays, Interconnect with More and More Points of Engagement, Demos Available at ISE 2020*

**AMSTERDAM, ISE 2020, Feb. 5, 2020** — [Userful](#), a leading provider of visual communication solutions since 2015, announced today that its Visual Networking Platform now accelerates deployment of visual content throughout enterprises of all sizes with three breakthrough developments:

- (1) Data center support and augmented support for hybrid deployments. Userful's support for a variety of server architectures—on premise, cloud and now data center—ensures maximum customer flexibility and security. Certain enterprises focused on content within a LAN may opt for an on-premise server. Enterprises with the goal of sharing content to multiple facilities throughout a country or around the world will likely deploy their servers from a data center or the cloud. Enterprises with a variety of needs may opt for a hybrid deployment mixing different server architectures but still managing their entire infrastructure with Userful's centralized management tools.
- (2) Userful API for services integration. The Userful REST API now enables dynamic switching between content and back office applications/services, triggered by user control, local events and/or Internet of Things (IoT) events. This enables enterprises to define a new range of custom engagements for customers and employees.
- (3) Display ubiquity. Userful's uClient (Ubiquitous Client) has added support for both Tizen and Android operating systems to its existing support for LG's webOS. With this announcement, Userful now offers complete display ubiquity, enabling enterprises to work with any display, including a very broad variety of commercial smart displays from a wide range of vendors. Enterprises can also deploy legacy displays using an adapter device.

With these new developments, Userful's centralized architecture now empowers IT departments to easily manage the next generation of smart corporations, where IT teams don't worry about compatibility between legacy applications, operating systems and displays.

In 2018, Gartner analysts announced the emergence of a category called "The Visual Estate" that refers to the diverse array of display applications that are appearing as a result of digital transformation: "The screen has become the workplace," wrote Stephen Emmott and Adam Preset. "Digital workplace application leaders are recognizing that a holistic strategy is

desirable to manage the visual estate.” Whether it’s for employee *engagement* or customer *engagement*, the central theme is that increased use of visual applications increases overall **engagement**.

With today’s announcement, Useful becomes the first to market and the technology leader in the visual estate offering features including: CDN/ECDN, WAN optimization, industry-leading scalability, extensive source capture, REST API, mobile support, authentication, RBAC, encryption, remote management, web-based interface, analytics and reporting, and a broad range of streaming technologies. Useful uniquely serves the broad needs of enterprise IT departments in their integration of AV, allowing enterprises to connect any content source or legacy application—as well as data sets from the Internet of Things (IoT) and Artificial Intelligence/Machine Learning (AI/ML)—onto any display globally, providing enhanced interoperability across all their visual applications.

“Useful’s solutions are ideal for the most demanding enterprise applications, including control rooms, network operations centers, and similar mission critical operations. With the platform’s scalability, the same technology can be extended to digital operations, corporate signage, data metrics walls, and kiosk and tablet applications across the enterprise. The evolution of the Visual Networking Platform into a ubiquitous visual estate solution represents a critical tool for the IT department of the Next Generation Enterprise,” said John Marshall, Useful’s CEO. “It is nothing less than a solution for engaging customers and employees in entirely new ways to drive sales, employee training and customer satisfaction; one engagement platform from the core to the edge of the enterprise.”

Useful will provide demonstrations of its complete Visual Networking Platform supporting all types of server architectures and displays at the Integrated Systems Expo (ISE), booth #8-C395, Feb. 11–14, 2020 at the RAI Amsterdam Convention Centre.

To set up a meeting or demo with Useful at ISE 2020, please click [here](#).

### **About Useful Corporation**

Useful provides the industry-leading Visual Networking Platform. The platform allows organizations in industries ranging from retail to education to healthcare to manufacturing to telecommunications and transportation to take maximum advantage of visual displays to improve operating performance and reduce total cost of ownership (TCO). Products that make up the Visual Networking Platform include software, a cloud platform and apps that enable AV/IT teams to make visual content of any type available on a virtually unlimited number of screens. Organizations in more than 100 countries have deployed Useful solutions on more than 1 million screens to date. To learn more or schedule a demonstration, please visit: [www.userful.com](http://www.userful.com).

**Media Contact**

Katie Parr

UPRAISE Marketing + Public Relations for Useful

[useful@upraisepr.com](mailto:useful@upraisepr.com)

415-397-7600