

## **IAdea Adds Samsung MagicINFO™ as Premier Software Partner and Provides Bundle Solutions**

*The collaboration enables managing additional forms of displays under Samsung's unified Content Management System*

TAIPEI, Taiwan; IRVINE, U.S.A., January 31, 2019 – IAdea, a leader in enterprise-grade digital signage platforms, announces support for the MagicINFO content management software (CMS) by Samsung as its Premier Software Partner. This global collaboration enables system integrators to incorporate new all-in-one smart displays with MagicINFO built-in. Digital signage projects can now take advantage of a wide variety of display form factors, in addition to standard Samsung displays, all managed under MagicINFO. IAdea is signing up Samsung resellers to support MagicINFO-enabled IAdea products.

Digital signage is a mission-critical IoT component of today's smart city initiatives. It provides dynamic information at the point of decision to enhance the productivity and experiences for everyone.

According to an article by Commercial Integrator, many current smart cities projects rely on new data flowing from the Internet of Things (IoT) to collect information which is then utilized for a more informed, more efficient decision-making process about various mission-critical components of a city. The technology is widely applied across Smart Workplace, Smart Transportation, and Smart Retail vertical markets. Displays ranging from 10-inch to 22-inch, as well as stretch displays, are often needed in such projects.

"We are excited to add MagicINFO to our growing list of ecosystem partners," says John C. Wang, CEO of IAdea. "IAdea focuses on providing robust digital signage platforms to enhance productivity and experiences for everyone. The MagicINFO software further enriches the variety of solutions possible with IAdea technology."

IAdea is launching a support program to assist resellers with furthering go-to-market strategies and executions of the 10-inch XDS-1078/M and 22-inch XDS-2288/M, which are MagicINFO-enabled smart displays designed by IAdea. Embed Digital, a Samsung MagicINFO integrator/reseller in the United States, is among the first to support MagicINFO on IAdea products.

"The 10-inch and 22-inch smart displays from IAdea perfectly complement Samsung's product line up," says Mike Sisco, CEO of Embed Digital. "Small displays are a necessary part of full-scale digital signage projects. IAdea is a trusted partner whose products precisely address such needs by allowing all display sizes to be managed under MagicINFO."

Wang added, “Traditionally the system integrator may need to manage multiple brands of CMS’s to fulfill the needs, which adds to the cost and complexity of projects. With the added MagicINFO-compatible devices, integrators now can provide complete solutions without moving away from the Samsung ecosystem.”

IAdea cordially invites Samsung resellers to visit IAdea at the upcoming Integrated System Europe (ISE) exhibition, where various solutions from IAdea will be showcased at North Hall, 8-G270. Email us at [marketing@IAdea.com](mailto:marketing@IAdea.com) to set up a meeting appointment. For Samsung resellers unable to attend ISE, IAdea welcomes them to sign up for the MagicINFO-enabled IAdea products. A dedicated web portal <https://Magic.IAdea.com> provides further information on the products, including a list of authorized resellers. Contact your IAdea representative or email us at [partners@IAdea.com](mailto:partners@IAdea.com) for additional details.

## **ABOUT IADEA**

Founded in 2000, IAdea is an award-winning leader in enterprise-grade digital signage systems. IAdea’s products include media players, all-in-one smart signboards, infinite video wall technology, and device management software. With a strong Research and Development team in-house, IAdea’s trusted solutions have been deployed throughout corporate workplace, public transit and retail, powering more than 250,000 digital displays on a global scale.

As an industry-leading advocate of digital signage open platform, IAdea works tirelessly to ensure devices are seamlessly integrated with third-party software providers on the market, offering system integrators from all vertical markets proven robustness and lowered total cost of ownership (TCO). With offices worldwide, IAdea provides uninterrupted customer service across the world. For more information, visit [www.IAdea.com](http://www.IAdea.com).