

Press Release

Graz, January 17th 2024

easescreen Unveils Simplified Licensing and Exciting Collaborations at ISE 2024

As the world converges at ISE 2024, easescreen takes the stage with groundbreaking announcements. With a commitment to simplicity, flexibility, and innovative partnerships, easescreen invites you to witness the future of visual communication.

In a strategic move towards simplicity, easescreen bids farewell to the differentiation between licenses for Windows players and HTML5 applications. Going forward, all licenses will be cross-platform variants, offering unparalleled flexibility for installations. Additionally, despite being known for providing purchase licenses globally, easescreen now extends its offerings with Software as a Service. The Simple, Business, and Enterprise license packages are available for rent at an attractive price, complete with Software Assurance plus.

easescreen Marketplace – Stronger Together

Building on the success of last year's event, easescreen proudly hosts a Digital Signage marketplace featuring select ecosystem partners, delivering comprehensive solutions. Notable highlights include:

- Adtrac: Already in use at a major German retailer, Adtrac's and easescreen's Programmatic and Sales Module showcases the synergy between AI and Digital Signage, offering an advanced programmatic advertising and sales solution.
- Ocilion: Already in use at the Styria Media Group headquarters in Graz for a seamless Digital Signage & IPTV experience, the collaboration with ocilion expands the scope of digital communication.
- Giada: As a global supplier of embedded PCs and motherboards, Giada's products are seamlessly integrated into projects with easescreen, exemplifying trusted Digital Signage players.
- BLITZEN: easescreen's official ISE content partner, BLITZEN, with nearly three decades of digital expertise, provides a glimpse into the innovative content possibilities shaping the future of visual storytelling.

As ISE 2024 unfolds, easescreen encourages all attendees to join in the exploration of a future where simplicity, flexibility, and collaboration converge to redefine the digital signage experience.