

## News Articles

### **Edisonweb intros first digital signage platform for the Microsoft Cloud**

Edisonweb, the Italian software house that developed the Web Signage digital signage platform, has announced the immediate availability of its solution for Windows Azure and the Microsoft Cloud. According to Edisonweb, Web Signage is the first digital signage software platform in the world available for Microsoft's Cloud. The solution consists of a Web-based management application delivered as a service and a player software managing the multimedia content playback on digital signage displays. The player has successfully passed compatibility tests conducted by Microsoft for the 32 and 64-bit versions of Windows 7, according to a company release.

"We are particularly proud of having achieved first, in the software for digital signage arena, this important compatibility goal," Edisonweb CEO Riccardo D'Angelo said. "That will allow us to further shorten the release and development times and increase both scalability and performance, thanks to the great flexibility offered by the Windows Azure platform."

The compatibility with Microsoft's cloud services of the Windows Azure platform strengthens the offer toward international markets. Both software and infrastructure will be available as a service supplied through the Microsoft data centers spread throughout the world. Web Signage is always supplied by the nearest Windows Azure data center to ensure the highest performances.

Also, thanks to the evolution from SaaS to IaaS, a set of more flexible distribution and resale agreement, including OEM and co-brand formulas will be available to partners, Edisonweb says.

### **Magnetic 3D's glasses-free 3D headed to Oz**

15 Jun 2010

EA Technologies and Digital Pulse have signed a strategic agreement to offer Magnetic 3D's comprehensive glasses-free 3D digital signage solution covering hardware supply, installation and support through to content development.

This is the first such agreement in Australia for this new technology and offers a nationwide solution for companies considering glasses-free 3D displays for their digital signage networks, according to a joint release from JEA and Digital

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Pulse.

JEA Technologies recently became the Australian and New Zealand distributor for Magentic 3D's displays with Enabl3D technology.

"We did a huge amount of research into the various display technologies available for 3D digital signage. We found that displays with lenticular lenses were far superior to those with parallax barrier," said Chris Mitrokas, business development manager for JEA Technologies. "Of the lenticular displays we saw, Magnetic3D Enabl3D displays were clear leaders in image and build quality."

Magnetic3D had already been working closely with Digital Pulse's content creation team to help them become the first Magnetic3D-certified content provider in Australia.

"Digital Pulse and JEA Technologies' expertise is mutually beneficial and has the potential to bring tremendous benefit to companies in the region who are considering 3D signage," Magnetic3D CEO Thomas Zerega said. "We are very excited that our industry-leading technology will now be fully supported in the Asia Pacific region. It will also provide existing digital signage companies in Australia and New Zealand the opportunity to explore new business opportunities through our Value Added Resellers program with JEA Technologies."

There has been a tremendous surge in inquiries from clients wishing to develop 3D stereo content since the release of the movie 'Avatar,' said Brett Heil, managing director of Digital Pulse. Major corporations are now actively looking to produce 3D content for internal and external communications.

The new agreement includes support for the entire Magnetic 3D product line, which consists of 3D display technology ranging in size from 22- to 55-inches, in addition to Magnetic 3D's turnkey software solutions for 3D content production, playback and networking with the E3D Creative Suite and FuzionCast content management software.

## InfoComm: LG unveils SignNET turnkey digital signage solution

11 Jun 2010

LG Electronics has announced SignNET, a turnkey digital signage solution, at InfoComm 2010. LG SignNET includes hardware, software and starter templates — as well as news feeds from CNN — all available at an affordable monthly cost, according to a company release. Right out of the box, digital signage content can be created simply using almost a dozen starter templates that are customized for numerous vertical markets.

In an extension of LG's long-standing alliance with CNN, SignNET will work with the world's news leader to display the latest news and information as designated by the user. This alliance with a major news service ensures that end users aren't stuck with static content, but rather can bring in fresh promotional and syndicated content to their commercial environments. Bundled into more than a dozen different categories, such as latest news, business, entertainment, politics, and technology, the end user can select which category will be displayed without paying an additional cost.

"Making digital signage simple but exceedingly effective is what SignNET is all about," said Jeff Dowell, vice president, digital signage, LG Electronics USA Business Solutions. "Our relationship with CNN extends the capabilities of SignNET to

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provide even more engaging content with customizable digital signage options."