

Amscreen in Tech Partnership with Sharp

Written by Bob Snyder
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Amscreen calls it “a ground-breaking partnership” with Sharp and it will see their technologies combined to create “the first truly affordable and scalable outdoor screen solution.”

Simon Sugar, Amscreen CEO, comments, "The launch of our digital six sheet offering is a key milestone in the industry. Until now, no product has been designed specifically for the large scale needs of existing and potential users of digital signage. We're pleased to have collaborated with Sharp to bring an outstanding product to market at an affordable price. We are still in the prototype stage, but initial feedback from customers in our target sectors has been fantastic and we look forward to rolling out the screens towards the end of the year."

Using Amscreen’s patented networking and content delivery systems, the plug and play screens hopes to make a connected and scalable network an affordable reality for both existing and potential outdoor players.

The all-new sunlight readable outdoor screens will deliver “the largest and most scalable digital 6 sheet screen product in the market.” The screen sizes and integrated technology make it an ideal candidate for outdoor use within bus shelters and roadside as well as window and indoor mall installs.

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The new format screens will all have the option of using Amscreen's **OptimEyes** audience measurement technology, providing advertisers and estate owners with transparency and accountability on campaigns as well as audience traffic flows and profiles.

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