Written by Bob Snyder
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Mitsubishi Electric shows the latest version of its digital signage system, Play-Out, a complete end-to-end dignage system that "creates a bridge between traditional print-based out-of-home advertising and the new electronic world."

Daniel Quitzau of Mitsubishi Electric Sweden, one of team behind the new product, comments, *"Much of the focus among signage display manufacturers to date has been on either software or the display hardware. Our approach has been somewhat different. Instead of starting from the viewpoint of a hardware provider, we looked at the market from the perspective of the existing participants and developed our solution from there."*

"What was needed was a solution that encompassed everything, and would give those involved in the industry the confidence to take ownership of the digital delivery channel all the way from inception to deployment. Some of that is hardware; some software. The crucial point is that it is an end-to-end solution, not a series of unknowns joined together."

Go **Mitsubishi Electric's Play-Out platform**