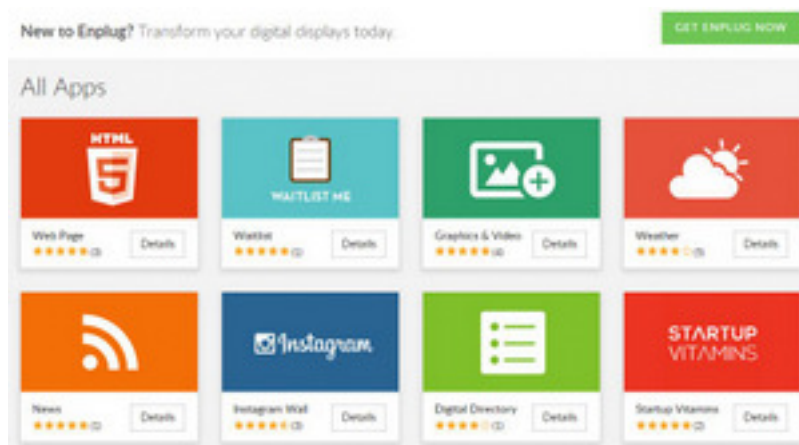


Enplug's Digital Signage App Marketplace

Written by Bob Snyder
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Apps, the future of software! They drive the Apple eco system... They make Google a powerhouse... And they are coveted by every smartphone, tablet and Smart TV maker.

Now there's the **Enplug App Marketplace** for digital signage developers and businesses.



Any developer or business can now create and integrate fully customizable apps to run on Enplug's open software network of public displays **without cost or commitment**. Enplug's App Marketplace also provides businesses with a suite of real-time social media, weather, news and a variety of other apps to easily and affordably drive real-time customer engagement and interactions.

"What sets Enplug apart, and what none of our competitors currently offer, is that we're intentionally built as an open platform," says Tina Denuit-Wojcik, CTO of Los Angeles-based Enplug. "Other digital signage options try to build functionality for every use case. We provide the tools to customize and build for individual business needs. By operating as an open platform, Enplug can focus less on app development and more on creating an awesome platform for others to build upon."

Currently, if a developer or business wants to build an app for any type of digital display, it requires a significant investment in time and money. Enplug's open SDK makes it so that developers only have to think about the app's functionality — not about delivering and updating

it for multiple devices. Independent developers can create apps with the potential to gain exposure on public displays on thousands of Enplug screens across the world. According to the company, online services (e.g., private social networks, traffic updates, staff ratings, transportation options, loyalty programs, etc.) can easily integrate existing apps into real-time customer engagement tools and promote services, without the hassle of handling all the complexities related to the set-up and configuration process.

Waitlist Me, the fastest-growing waitlist service, is the first developer to build for the Enplug App Marketplace. Waitlist Me has helped businesses across all industries serve more than 60 million people through its cross-platform service for managing waitlists and reservations. The integration brings a powerful new benefit to restaurants and other businesses with a digital signage network. Customers can now simply glance at a screen to see their place in line instead of constantly wondering or asking how much longer they need to wait. Businesses can also access Enplug's growing number of exclusive apps to unlock real-time customer engagement on premises.

"Working with Enplug to develop and integrate Waitlist Me into its platform has been simple and intuitive," said Brian Hutchins, head of product, Waitlist Me. "This is a major milestone for both companies, as we're the first company to integrate on Enplug's open SDK and this marks the first major extension of Waitlist Me onto television screens. We're excited to offer this innovative technology to our current customers and look forward to working with Enplug to bring the app to its wide network of screens across the globe."

Existing Enplug users will be able to take advantage of the App Marketplace through access to potentially unlimited integrations. As more and more developers create apps for the platform, users and their customers will have the opportunity to use their favorite apps on premises. Any business using Enplug can create custom apps to display on screens that match its own unique branding, vision and marketing campaigns.

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