

## easescreen Announces Technical Partnership with SES

Written by Roger Douglas  
13. 10. 2016

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**easescreen**, manufacturer of digital signage solutions, and **SES-imagotag**, a digital solutions specialist for physical retail and the world leader in electronic labelling systems, have agreed to collaborate on a global scale-- making use of the complementary synergies between their innovative hardware and software products and tapping into new global markets.

The SES-imagotag solution automates time-consuming and risk-prone tasks such as price changes or paper-based signage. SES-imagotag's e-paper labels provide anyone with up-to-date information and advanced interactivity thanks to their integrated NFC chips. This plug-and-play system has many applications in retail, and in digital signage such as marking conference or hotel rooms, automating seat-reservation systems for public transport, or displaying patient information in hospitals.

easescreen is a powerful modular Digital Signage software with an intuitive and user-friendly user interface. With easescreen digital advertising and information systems can be created, managed and distributed comfortably for any number of networked displays on an individual basis. The audiovisual and interactive media content can be controlled, scheduled and updated automatically and/or manually in real-time - from one's workplace as well as from mobile devices.

"SES imagotag will be an important partner for our global digital signage activities," emphasizes Gerhard Pichler, CEO of easescreen. "easescreen and SES-imagotag represent an unbeatable combination of high-performance digital signage software and high-quality plug & play display systems. Our focus in the continued development of easescreen is on an open, future-oriented software architecture with interfaces and expandability for a diverse range of applications. Our top priority is to offer our customers flexible and custom solutions that are the best in their class

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“SES-imagotag has built a strong international network of partners in recent years. With easescreen, we’re getting a partner on board with strong experience in digital signage. easescreen’s promising references make us believe that this will be a truly successful cooperation between these two Graz-based technology companies,” adds Eberhard Steinort, Head of International Partner Support.

The international resellers of easescreen and SES-imagotag will work very close together in the individual countries worldwide.

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