

Seneca and Navori Labs Align

Written by Roger Douglas
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Swiss digital signage software specialist **Navori Labs** and American hardware company **Seneca** (an Arrow Electronics company), enter into a non-exclusive partnership to bundle reliable, high-quality hardware and software solutions for digital signage networks.



The alliance teams Seneca's purpose-built media players with Navori Labs' QL digital signage engine, with the intention of minimizing costs and labor for systems integrators; and simplifying ease of use of network operators.

To accelerate deployments, Seneca will pre-install QL Professional or QL Express software on its media players, allowing integrators to focus on hardware installation. Customers will have the option to self-host the QL software – used for content creation and management – or leverage Navori Labs' cloud hosting options to outsource system maintenance and management.

The latter offers customers a software-as-a-service (SaaS) operation that further reduces total cost of ownership for the end user. And whether deployed on-premises or in the cloud, QL's intuitive user interface offers a quick learning curve and ongoing ease of use for operators of any experience level.

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Jami McGraw, product manager, visual media for Seneca, says “Navori Labs matches our dexterity and high performance when it comes to software innovation, making this partnership the perfect recipe for integrators and end users alike. Additionally, Navori Labs’ global presence and strong customer base opens many new opportunities for our bundled solutions.”

The turnkey systems include Seneca media player and Navori Labs QL software licenses in each bundled solution, eliminating unexpected costs and configurations for customers upon deployment. Systems integrators will also benefit from a wide variety of Seneca accessories to support challenging installations, including player mounting systems and internal power supplies that reduce the amount of visible components.

Navori Labs exhibited its latest generation QL digital signage engine with Seneca media players, at the recent Digital Signage Expo.

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