

Haivision Buys CoolSign

Written by Marco Attard
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coolsignHaivision acquires the assets of CS Software Holdings, LLC, including the CoolSign product technology.

CoolSign, a veteran player in the digital signage market (since 1998), provides software solutions for mission critical enterprise-ready signage deployments.

With CoolSign software, Haivision recognizes the opportunity for converging video streaming, IPTV, interactive media, and digital signage.

Haivision says it will maintain the CoolSign brand under the Haivision umbrella while planning strong cross-product technical development to introduce Makito performance HD video encoding into the CoolSign solution suite and to extend the Furnace IP video system with the signage control capabilities of CoolSign.

Haivision serves more than 5 million players every day across many platforms and has grown at a compounded annual growth rate of over 40% for the past six years.

CoolSign was initially launched more than 12 years ago and boasts a very large installed base of networks and players at premier clients, covering a broad spectrum from retail to corporate, to pure-play digital-out-of-home advertising networks.

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