Wallin will be exhibiting for the first time at ISE.

Their **Wallin ONE** is designed to eliminate one of the biggest challenges facing small to medium companies planning to deploy digital signage – the challenge of creating and enriching content.

A cloud-based media platform, Wallin ONE removes the need to generate or acquire content to get started – because it's all there within the platform. An app market, included within the Wallin ecosystem, enables the user to quickly and easily choose the content (such as social media, news and so on) to appear on-screen to create or enrich engaging, interactive consumer experiences.

With Wallin ONE, users can implement social remarketing campaigns, strengthening online campaigns with output in the offline world such as promoting specific hashtags on the web and, at the same time, in the physical store. This social capability complements and enhances Wallin ONE's ability to leverage native and third party apps, video, images and so on, giving users a range of highly available content options not available with other platforms.

Wallin ONE enables **proximity marketing** by supporting sensors for such as infrared, ultrasonic, physical switches or NFC, allowing the user to trigger an action on screen or on a

mobile device when the presence of a consumer is detected.

The company explains its HTML5 cloud-based media platform provides ease of use and affordability for small- to medium-sized businesses who want to take advantage of the many benefits of digital signage, but do not have the resources typically required.
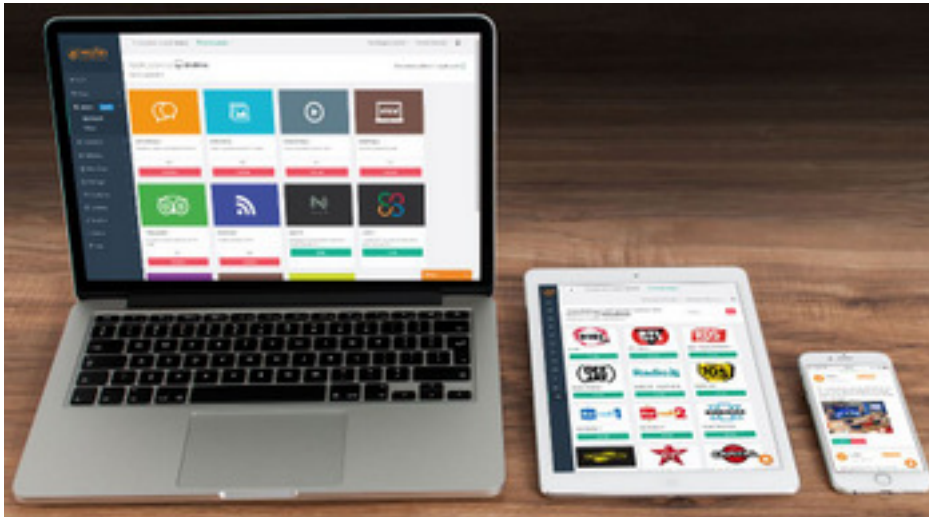
No special hardware platform is required, making it very affordable, with prices starting at only €20/month. It can be managed from any internet-connected device via **the Wallin ONE Web Dashboard**   . Wallin ONE is also scalable as a business's needs grow.

"We believe that, for too long, digital signage has been just too hard - too hard to buy, too hard to use, too hard to manage, and too hard to get right. So, to make all those things easy, we created Wallin ONE," says Alessandro Messineo, Wallin CEO. "Now, there is an affordable, easy-to-use digital signage solution that delivers everything a user will need to get started – right out of the box. Wallin ONE can quickly deliver a return on investment even for a user with only a single screen. But: just because it's affordable and easy to use doesn't mean we have compromised on its features, such as support for proximity marketing and integration with social media. Even a small user can create and easily manage truly compelling digital signage experiences."

Customisable, enabling users to reflect their own brand identities, Wallin ONE is also available as a white label/OEM solution. And can be integrated with any external media source.

Also on show on the company's ISE stand is **WallSign, a cloud-based CMS** that allows users to manage thousands of different digital signage platforms from any internet-connected device. **This CMS enables the import of dynamic content from social media**
– such as Twitter, Facebook and Instagram - as well as images, video, RSS feeds, live news, calendars and so on. It is digital signage player-agnostic--large, heterogeneous, multi-manufacturer networks can be integrated into a single solution via a simple cloud-based interface.

Wallin customers include Italian telecommunications company **TIM**, United Nations agency **IFA
D**   ,
Harley Davidson
, and lifestyle magazine
MarieClaire
. Wallin partners extensively with
Microsoft, Philips
and
Samsung
.

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