

SpinetiX and Media Solutions enter a new distribution partnership in Switzerland

Hergiswil, Switzerland – December 1, 2022 – SpinetiX, the leader in digital signage solutions, and Media Solutions, the most dynamic digital signage Swiss distributor, today announced a new distribution partnership in Switzerland effective immediately. As part of the agreement, Media Solutions is offering the SpinetiX complete solution, ranging from award-winning HMP media players, DSOS™ operating system, SpinetiX ARYA™ cloud, Elementi digital signage software with its 250+ widgets to a series of professional services.

The appointment of Media Solutions as a new distributor supports the new SpinetiX strategy introduced with its cloud-based enterprise business offering, SpinetiX ARYA. Since its launch two years ago, SpinetiX ARYA has seen increased momentum and customer demand necessitating increased local presence with additional resources to sustain the rapid expansion of the SpinetiX business and support for the channel ecosystem of dealers and integrators in all linguistic regions of Switzerland. “Media Solutions is a pure digital signage distributor well established with a highly regarded name in the industry thanks to its expertise, commitment, and dedication to this category”, said Francesco Ziliani, CEO of SpinetiX. “The solid track record, passion and dynamism of Media Solutions combined with SpinetiX technological expertise set the right partnership to address a growing and transforming digital signage market driven by cloud-based solutions and services”, Ziliani added.

According to Ramon Rütimann, CEO of Media Solutions, “Our alignment with SpinetiX is rooted in our company’s commitment to digital signage since its inception in 1993. SpinetiX has achieved great success in providing a complete digital signage solution well designed for the ecosystem of Pro A/V and IT dealers and integrators. The SpinetiX indirect business DNA fits perfectly with the mission of our company consisting of supporting the Swiss channel partners with digital signage experience, commercial assistance, technical expertise, and support, as well as consulting and services to empower the integrators on a growing category of their business.”

Rütimann continued, “By partnering with SpinetiX, Media Solutions has expanded its digital signage portfolio and is now able to offer resellers and integrators an even greater variety of customizable choices in hardware, software, content management and services to best suit dealer project needs.”

The SpinetiX complete digital signage solution available through Media Solutions includes:

- **HMP Series Players:** robust and reliable digital signage players designed to deliver content flawlessly 24/7 in any digital signage application. The HMP line also provides advanced programmable features and integration.
- **DSOS activation licenses:** licenses unlocking an added value set of features turning any compatible HMP player into a specialized signage appliance.
- **SpinetiX ARYA:** a cloud-based visual communication solution that allows users to set eye-catching messages on a display in minutes with their photos, videos, logos and color code.
- **Elementi software:** a simple, yet powerful digital signage software application that delivers visually rich experiences to any combination of screens across all networks. With Elementi, resellers and integrators can create high impact projects including video walls, interactive kiosks, and live streaming video.
- **Widgets:** widgets that connect securely to popular data sources, bringing live information from spreadsheets, social media feeds and photo libraries directly onto signage screens.
- **Services:** a series of professional services tailored to the integrators willing to customize the SpinetiX solution to the specific needs of their digital signage project.

About SpinetiX:

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 15 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses to realize their full potential. Whether you are looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business.

To learn more, go to spinetix.com

About Media Solutions:

Media Solutions has experienced and shaped the enormous technical developments of digital media over the past 29 years. During our many years in business, we built up extensive technical knowledge and versatile digital signage project experience. In 2019 we changed strategy and decided to completely focus on distribution and stop offering our own digital signage solutions to end customers. Today we are a completely digital signage focused Swiss distributor and support our integrators with our versatile hardware, software and service offering in their digital signage projects. Thereby we pursue a clear mission: **We supply, support and enable anyone who wants to succeed in digital signage.**

To learn more, go to mediasolutions.ch

All product and company names herein may be trademarks of their registered owners.

Media Contacts:

SpinetiX

Nicolas Meyer

VP Marketing & Channel Management

nicolas.meyer@spinetix.com

Media Solutions:

Ramon Rütimann

CEO

r.ruetimann@mediasolutions.ch