

SpinetiX and Exertis Pro AV Italy enter a new distribution partnership in Italy

Hergiswil, Switzerland – April 18, 2023 – SpinetiX, the leader in digital signage solutions, and Exertis Pro AV Italy, the leader Pro A/V Italian distributor, today announced a new distribution partnership in Italy effective immediately. As part of the agreement, Exertis Pro AV Italy is offering the SpinetiX complete solution, ranging from award-winning HMP media players, DSOS™ operating system, SpinetiX ARYA™ CMS, Elementi digital signage software with its 250+ widgets to a series of professional services.

The appointment of Exertis Pro AV Italy as a new distributor supports the SpinetiX strategy introduced with its cloud-based enterprise business offering, SpinetiX ARYA. Since its launch three 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 regions of Italy. “Exertis Pro AV Italy is a nationwide distributor well established with a highly regarded name in the Pro A/V industry thanks to its expertise, commitment, and dedication to the Pro A/V channel ecosystem”, said Francesco Ziliani, CEO of SpinetiX. “The solid track record, presence and dynamism of Exertis 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 Stefano Capitani, Managing Director of Exertis Pro AV Italy, “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 Italian 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.”

Capitani continued, “By partnering with SpinetiX, Exertis Pro AV Italy 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 Exertis Pro AV Italy 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 CMS 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, such as 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.

Exertis Pro AV Italy invites all partners to their premises in Faenza on **Wednesday, May 31st for a SpinetiX Discovery Day**, where product experts from Exertis and SpinetiX executives from Switzerland will be on site to present and demonstrate the complete Digital Signage solution by SpinetiX.

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 Exertis Pro AV Italy:

Exertis Pro AV Italy is a leading multi-brand distributor of audiovisual communication systems and installations for business and residential automation. It belongs to the pan-European group of the same name that is present in multiple countries and works with AV Pro, IT/ITC resellers and system integrators to offer them a range of audio, video and control solutions for applications in audiovisual communication. Exertis Pro AV Italy acts and designs for solutions! The spirit of "Think Solutions" is applied not only as an expression of its product distribution philosophy, but also within its work environment and in our relationships with customers and suppliers. The company offers added value at every stage in terms of consulting and projecting solutions in line with the motto 'Make the extraordinary happen'.

To learn more, go to exertisproav.it

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