

Bell Micro, BroadSign partner to provide turnkey digital signage for European market

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CHESSINGTON, England — Bell Micro, a specialist IT distributor, has signed a European partnership agreement with BroadSign International, a provider of Software-as-a-Service solutions for digital signage, to offer a complete solution for simplified digital out-of-home networks.

The partnership was formed as Bell Micro was experiencing high levels of interest for digital signage SaaS solutions from both its current reseller partners and a largely untapped reseller base working in the audio visual space. As a result, the company is now looking to engage with such AV resellers, offering substantial business benefits in return such as high-level exposure to Bell Micro's professional and extensive channel-oriented service and support culture.

The cost-effective digital signage bundles start with a simple AOpen playback PC with preloaded BroadSign software that can be plugged into any digital screen and scale to more comprehensive configurations which include a digital display with an embedded playback PC, preloaded with BroadSign software. To operate such digital signs, network owners will need to subscribe to a BroadSign Software-as-a-Service bundle which range from hosting and support to a fully managed services package. Users will then access network assets via the BroadSign Creator tool that enables quick content creation and scheduling. The software includes state-of-the-art advertising placement and campaign execution modules with real-time reports.

"Bell Micro has created a sales team with a strong skill-set and proven knowledge in this market to ensure the success of this partnership. Customers get more than bare logistics as we work with them to tailor and support the optimum solution for all their project environments," said Dirk Andreas, manager of OEM/Industrial Sales Team at Bell Micro. "It's the first time that a large European distributor has made such a commitment to engage in the digital signage field. Our mature distribution structure, coupled with the leading Software-as-a-Service product from BroadSign, targets all major European markets and will allow many more resellers to take advantage of the fast-growing demand for digital signage technology which we believe will be very lucrative."

BroadSign can provide a fully managed service to Bell Micro's reseller partners but for those wanting to run their own network and manage the content delivery there is mandatory training available designed to give them and their customer a full and practical experience enabling them to see results from day one of deployment.

"Digital-out-of-home networks are complex systems. Normally operators have to be tech-savvy to deploy them and this has unfortunately prevented many businesses from implementing digital signage," said Brian Dusho, president and chief executive of BroadSign International. "The new Bell Micro and BroadSign solution dramatically lowers the cost of entry to this technology for both SMB and enterprise customers as it offers an all-in-one, easily installed system that can be fully managed. Network owners will now only have to focus on how to boost their core business with enticing content."

An additional benefit of the Bell Micro and BroadSign digital signage solution is that it eliminates the need for DOOH network operators to have their own IT departments or to invest into network infrastructure and maintenance. The technology is designed for clients needing to communicate with a broad audience, such as universities that want to run screens with class schedules, campus announcements and advertising, an estate agency that wants public-facing screens showing up-to-date information about properties on sale or a local government body that needs to update a wider community.