

## BroadSign 'helps TMTFactory grow business opportunities'

By News Desk

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The BroadSign software package, which has been used by Spanish digital signage operator TMTFactory since 2009, has aided the company's continued expansion, it says.

BroadSign's technology, which allows users to measure campaign performance and schedule content playback, appealed to TMTFactory, the firm states, due to its open architecture and 'ease of use'.

"Since we switched to BroadSign, we no longer worry about maintaining the network infrastructure," explains Daniel Urruchua, TMTFactory's chief executive. "We can fully focus on operating digital signage businesses for our clients and fulfilling their unique content needs, especially in large networks.

"TMTFactory has secured a number of high-profile clients since using BroadSign software, including Barcelona Airport, insurance firm Catalana Occidente and bank Cajasol.

Brian Dusho, chief executive of BroadSign, adds: "TMTFactory is a seasoned veteran of the European digital signage industry and they are constantly perfecting the creative concepts for their networks. It is rewarding for us to see that they can benefit from the rich functionality of our platform."

Both TMTFactory and BroadSign are partnered with digital signage content provider BlueFox.

Tags: BroadSign, Spain, TMTFactory



*TMTFactory's projects include the provision of GOTV digital signage aboard Aerobús vehicles*