

ePoster wins display Superstar Award

Hamburg, February 19, 2019 – Neo Advertising GmbH, one of the leading providers of digital signage in public areas and at the POS and a subsidiary of the Ströer Group, has developed an innovative solution package for the modern POS in cooperation with Visplay GmbH, a sister company of the Vitra Group and manufacturer of certified shopfitting systems: Consisting of Neo's digital ePoster and Visplay's electrified "Invisible" product carrier system, the solution enables the uncomplicated integration of moving advertising messages into any store concept. At Viscom 2019, Neo received a display Superstar Award for this solution.

The ePoster combines a bright LCD display and an integrated player in a slim, customisable design. The Plug&Play solution was developed for the special needs of retailers, requires only electricity and can be put into operation directly via the local WLAN. Visplay's Invisible 6 P/L electrified goods carrying system makes it even easier to integrate the ePoster into individual shop concepts. The digital poster is simply and wirelessly hooked into the slot using a DC adapter and supplied via the integrated power supply. The ePoster can be removed at any time and clicked in again at any point - for changing product presentations and decorative purposes.

"The system enables the simplest possible installation and flexible use of the ePoster at the POS. The award is proof of the successful partnership we are maintaining with VITRA and Visplay," says Sven Jacobi, Managing Director of Neo Advertising GmbH.

About Neo Advertising

Since 2017, Neo Advertising has been part of the Ströer Group, one of the leading digital multi-channel media houses in Germany. The Hamburg-based company was founded in 2006 and, with over 75,000 displays worldwide, is one of the market leaders in the field of digital media for use in public areas and at the POS. Neo Advertising installs, operates, manages and markets digital signage systems worldwide with subsidiaries in five countries. Customers of Neo Advertising are the global retail group Unilever, the largest German retail chain EDEKA and the cosmetics group L'Oréal. Managing Director of Neo Advertising is Sven C. Jacobi.

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