Written by Bob Snyder
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It might have been EnMDS or MiniQii but EnQii Holdings and Minicom Digital Signage (MDS) needed a new name for the merger of their companies.

Announced at InfoComm, that new name is: **ComQi**.

Choosing a totally new name means both companies given up some recognition, yet the merger gets a clean slate as a new entity.

ComQi aims to provide integrators with an end-to-end solution encompassing media distribution, network management, content management and proof-of-performance, while reducing capital and operational costs.

The vision is to create a seamless platform to allow targeted consumer messages to be delivered with pinpoint accuracy to digital signage, mobile and computer screens, giving a strong return on investment at the lowest cost of ownership. These solutions, say ComQi, will use a cloud-based, future-proofed platform that accommodates both small and large installs

ComQi and its senior management staff presented its new identity as a merged company at InfoComm. Ajay Chowdhury, CEO of ComQi, says “I am particularly excited with our new solutions such as IP Streaming, mobile and web linkages and the ability to provide proof of performance for signage networks.

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