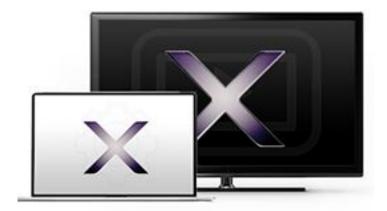
BroadSign celebrates its 10th anniversary with the release of a new version of its SaaS platform: **BroadSign X** offers enriched functionality with more simplified workflows and a greater degree of network automation.



OK, you read it "X". **BroadSign would like you to pronounce it as TEN** (as the X is in Roman numerals.)

The BroadSign X (TEN) software version follows the introduction of BroadSign Xpress, the company's first Android media player hardware.

BroadSign Xpress matches the full functionality of PC playback devices at a fraction of the price, reducing the cost of network deployment.

Networks that wish to use the Android player must upgrade to the BroadSign X network management platform, available to existing client networks free of charge.

Among other significant enhancements, advertisers can now spend budgets more efficiently

BroadSign Celebrates 10th Anniverary with New SaaS

Written by Bob Snyder 25. 04. 2013

using BroadSign X's "campaign goal" feature, which allows for a campaign to stop automatically once the desired number of ad runs, impressions or viewer interactions have been achieved.

The new BroadSign X platform also boasts features such as simple screen control, RS 232 device control API, export package check-sum, day part API and TCP triggers, as well as broadcast-like video transitions.

New features and enhancements include:

- Display unit geopositioning using Google Maps
- Campaign goals and goal-based targeting
- Transition animations between videos
- Simple screen control via DPMS
- Extra integrity verification on export packages
- Option to broadcast triggers via TCP instead of UDP
- RS 232 device control command Player API
- Day part active query Player API

Go BroadSign X (Ten)