

BroadSign Celebrates 10th Anniversary with New SaaS

Written by Bob Snyder
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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

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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 \(Ten\)](#)