

## Cisco Counts its DS Customers

Written by Marco Attard  
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Cisco says more than 3000 customers use its digital signs technology since its entry in the market in 2007.

Organisations in 85 countries employ Cisco's signage solutions-- from industries including retail, financial services, hospitality, education, health care and entertainment. These include the likes of JW Marriot, France's Crédit Agricole Nord de France and the Cyprus Telecommunications Authority (CYTA).

Cisco showcased its technology at Digital Signage Expo 2011 -- showing its MXE 3500 media transformation platform (now adding digital signage capabilities), an expanded LCD line and its Digital Media Player 4310 (integrating Cisco Medianet architecture, it automatically configures to a digital signage network at setup).

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