

AOpen Brings its OpenService Division to Europe

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Coming off its 4th edition of the annual AOpen Forum Europe (attendance grew with 25% compared to last year), AOpen announces the opening of its new division in its European head office in the Netherlands.

AOpen, a hardware maker, hopes to leverage their own experience as part of digital signage implementations to fulfill the need for a more consultative approach towards digital signage. As AOpen consistently collaborates with parties from across the signage industry spectrum (from dedicated software providers, to system integrators, installation partners and specialist consultancy partners), they pulled together their resources and contacts to found OpenService first in USA.

OpenService cooperates with the end client to visualize the perfect digital communications strategy using only the best-of-breed. Built upon a program that connects customers, suppliers and specialist partners to create a tailor made strategy to suit the end customer's needs. This means that end-to-end consultancy and service offering are part of the package.

The initial focus is on retail, corporate communications and hospitality.

"Mobile devices have seen an incredible growth these last couple of years, giving shoppers the possibility to research pricing and features directly online. The challenge lays in how to use this upcoming trend of m-commerce to the benefit of the retailer within diverse customer channels," says AOpen.

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