

## InfoSignz.com launches a free digital signage platform

*InfoSignz Technologies, a digital signage and narrowcasting solution provider, has launched a free version of their digital signage management platform. This is the first time, when a completely integrated solution is offered at absolutely no cost. Globally players in this segment are charging a hefty price for their digital signage solution and licenses.*

Pune, Maharashtra, IND, 2008-03-24 16:38:15 (IndiaPRwire.com)

InfoSignz Technologies, a digital signage and narrowcasting solution provider, has launched a free version of their digital signage management platform. This is the first time, when a completely integrated solution is offered at absolutely no cost. Globally players in this segment are charging a hefty price for their digital signage solution and licenses.

InfoSignz plans to serve the largest and the smallest of the digital signage customers across the world and aims to break the entry barrier of cost and proprietary hardware.

This free web based digital signage solution runs on any hardware and operating system including Linux and is extremely easy to use. No software download is required. A customer has to just login to the website [www.infosignz.com](http://www.infosignz.com), sign up and start using the application for free.

InfoSignz targets retail store owners, out of home (OOH) TV networks, hotels, business and communication managers, franchise and in-store networks, educational institutes, SOHO clients, saloons, conference rooms, kiosks and media agencies. InfoSignz free platform offers an opportunity to use the power of dynamic advertising and messaging to communicate and engage with customers in real time.

**According to Mr. Siddharth Sethi, CEO of InfoSignz** 'We believe that one size will not fit all. Our platform is actually that - a platform - it is not just a software. In the near future, we will introduce integration with external APIs, enterprise database and interactivity, all on pay per use'

InfoSignz free version is loaded with advanced features; it can play video, flash files, image show, RSS feeds, and tickers. InfoSignz can be customized to deliver targeted content, product and sales promotions, weather and news updates, RSS feeds and other high impact content to different audience at different time. This free application can also be used with touch screens and kiosks to enable interactivity and to engage customers.

During the beta launch, InfoSignz - free version has received more than 1100 client signups from USA, Europe and Asia.

**- END -** About InfoSignz

InfoSignz Technologies, an InfoBeans company, is committed to develop and introduce best-in-class narrowcasting technology for the digital signage market. Headquartered in India, with an engineering centre in Pune, InfoSignz is continuing to develop innovative technologies. InfoSignz has offices in Pune (India), and Dublin, California (USA)

Media Contact

If you have any queries please reach us

Darshan Patodi

+91-99676-39703 (India) +1-908-517-5247 (USA)

Email [press@infosignz.com](mailto:press@infosignz.com)

Visit <http://www.infosignz.com>

**For more information, Please contact:**

**Darshan Patodi**

Director - InfoSignz Technologies Pvt. Ltd.

+91 99676 39703

You can also visit [www.infosignz.com](http://www.infosignz.com) for more information.