



Press release

Major update of eyefactive's touchscreen CMS software

eyefactive has released a major update for its touchscreen CMS software AppSuite. In addition to various new features and apps, especially the usability of the interactive content management software has been optimized.

Interactive touchscreens are becoming increasingly popular in the digital signage market. However, every hardware requires a suitable software to meet the specific demands of each client. eyefactive provides its own app platform to get every system up and running.

Akin to common website builders, eyefactive's AppSuite empowers customers and partners to customize apps without any programming skills of their own. Digital content such as images, videos and PDFs can be easily integrated, the app's look and style easily adjusted to match the customer's corporate design. New apps and updates can be downloaded and installed directly from the integrated AppStore - an online marketplace similar to those for smartphones and tablets in the consumer market.

With the AppSuite update 2.0 primarily the access and usability of the interactive signage software has been facilitated. Helpful hints and instructions pop up at various points.

In addition to various new features, a special object recognition for LCD based touchscreens has been integrated. Now, any object can be detected as soon as it touches the screen - no additional hardware required.

About eyefactive GmbH

eyefactive from Wedel (near Hamburg / Germany) is the leading provider for interactive multitouch and multiuser technology in large-scale. The product portfolio consists of flexible and scalable multitouch displays integrated into tables and walls as well as the first dedicated app-platform for interactive signage software. For effective marketing at points of sale & information and creative teamwork in companies. eyefactive has been awarded multiple times, e.g. "ICT start-up of the year 2012" by the German Federal Ministry of Economics and Technology. Clients are world renowned brands like Porsche, Mercedes-Benz Bank, Beiersdorf, Siemens and Olympus.

Please find more information here: www.eyefactive.com

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