

# NAVORI

## DIGITAL SIGNAGE SOFTWARE

EFFICIENT DESIGN - EXTRAORDINARY PERFORMANCE

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## SUCCESSFUL LAUNCH OF NEW DIGITAL SIGNAGE TECHNOLOGY AT ISE 2013

At ISE 2013 in Amsterdam last week, Swiss Digital Signage Software Manufacturer NAVORI showcased its latest development on the renowned NAVORI QL platform. The NAVORI QL Digital signage player software offers a stunning broadcast TV playback quality – best of class in the DOOH industry. **NAVORI managed to port the same signage playback quality it already has on the industry standard Microsoft Windows™ platform to the Google Android™ operating system.** This drastically reduces hardware deployment costs for DOOH - Digital Signage projects. “We have been developing our QL Android player engine way before the Android OS™ proved to emerge from the initial smartphone platform it was intended for to a true application OS” says Mr. Jerome Moeri – CEO of NAVORI – “this renders our NAVORI QL platform into a Hybrid Digital Signage Software solution enabling to transparently manage both Microsoft Windows™ and Google Android™ player hardware.” With this development the company takes a serious leap – The porting to the Android platform was initiated 2 years ago at the time industry analysts were still doubting the future of the Android OS in competition with Windows and Symbian. “This development was a strategic and well considered investment after a due diligence analysis of the Google platform – we now have at least a 2 years technical pole position towards other vendors in the Digital Signage Industry” adds Moeri “we are an engineering company foremost and we position our Digital Signage Software Platform as a component in any type of integration. With Navori QL the only technical limit is the communications scenario itself.” Navori announced its SDK – software development kits – to facilitate their customers on both server and player end integration exercises. Ranging from GPS triggered content in transportation to way finding applications interfaced with hotel room management through Micros Fidelio, NAVORI offers a wide range of vertical integration solutions. The Android hardware player device on show is USB-stick sized and is expected to retail for less than 50 USD per unit – decimating the hardware cost of any Digital Signage deployment or Advertising network extension. The NAVORI QL Hybrid Digital Signage Software platform will be introduced on the US market at DSE 2013— Digital Signage Expo— Las Vegas—Feb 27-28th. The Navori team welcomes you in the New Products Pavilion and on the NAVORI booth# 1234.



VIDEO: <http://youtu.be/ILMcTTs4Roo>

### About NAVORI

Navori International SA is headquartered in Lausanne, Switzerland, and operates sales and support offices in North and South America, Australia and New Zealand, and the Middle East. With its latest software release, NAVORI QL, the company tops its 15 years of experience offering the most reliable, cost-effective and user friendly solution. NAVORI QL Player is offering the highest play-out quality available on the market. The average annual growth exceeding 30% over the last years proves the leadership position Navori obtained, and its QL platform is poised to set a new standard in the digital signage industry.

All further information available on [www.navori.com](http://www.navori.com)

Watch a 20 minutes product demonstration to discover NAVORI QL  
<http://www.youtube.com/watch?v=bWwaagFhIcA>



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