

## Adtraxion announces compatibility with AOpen platform companies enter strategic alliance to deliver optimized digital signage solutions

**Oud Gastel, The Netherlands, October 4, 2011 | Adtraxion Systems, a recognized provider of comprehensive digital signage solutions, announced the broad compatibility between its digital signage player software and a wide range of AOpen Digital Engine media players. Adtraxion offers specially configured versions that work seamlessly with the AOpen platform. This combination of dedicated hardware and software allows both AV integrators and end-users to benefit from a solution that requires minimal support and configuration.**

The Adtraxion digital signage solution exists of digital signage content management software and digital signage players. Users can choose from in-house developed Adtraxion Players or Adtraxion Player software. The latter offers users the flexibility to choose any hardware they would like. By installing the Adtraxion Player software, third-party hardware devices such as the AOpen Digital Engine series can be converted into Adtraxion Players. After installation the device can be deployed in any Adtraxion digital signage network.

“Some companies are tempted to use cheap hardware such as consumer PCs. However, these platforms are not designed for 24/7 operation and energy efficient operation,” said Hans Ketterings, director of Adtraxion Systems. “To us it is very important that AOpen has the same proven track record as the Adtraxion digital signage solution when it comes to reliability and energy efficiency.”

Adtraxion software was successfully tested on the following AOpen Digital Engine media players: DE2700, DEX-45, DE45-Pro and DE67-HA. The AOpen Digital Engine is a unique Small Form Factor (uSFF) Media Player series with active or passive cooling, each with its own specifications. All designed to meet different needs of a variety of digital signage solutions. The compact size makes the range easy to install behind a display without increasing the space between the wall and the display or to integrate in a kiosk or other specially designed presentation system.

Thanks to the successfully tested compatibility of the Adtraxion software on the AOpen Digital Engine and the great cooperation between the two vendors, Adtraxion and AOpen have become Alliance Partners. AOpen Alliance Partners include Software and Hardware vendors that truly support and benefit each other through a number of ways. Certified AOpen Alliance Partners have been carefully selected by AOpen Europe BV and the product co-operability has been fully tested in their testing environments.

## About Adtraxion Systems

Adtraxion Systems solely concentrates its efforts and investments on development of a dedicated range of high performance digital signage products.

Based in The Netherlands and operating European-wide, we have established a large network of certified Adtraxion partners. These partners are responsible for marketing and sales of comprehensive plug & play digital signage solutions. Our fast-growing customer base exists of diverse types of companies. From local businesses to global companies.

At Adtraxion Systems we are committed in delivering the most reliable digital signage solutions. Enabling our customers to get their message across effectively and conveniently. Core components of the Adtraxion digital signage solution are robust digital signage players and highly efficient digital signage software.

More information: [www.adtraxion.com](http://www.adtraxion.com)

## About AOPEN

AOpen, Inc. has more than 15 years of IT hardware manufacturing experience along with keen insights into IT industry trends that help drive the growth of AOpen.

As the leading manufacturer, of reliable, powerful and green digital signage media player solutions world-wide, combined with the unique small form factor (uSFF), AOpen is able to provide the world's smallest semi-industrial Media Player with such strong capabilities. AOpen keeps expanding its products and services for digital signage and other vertical application markets such as: kiosks, point of sales, car PCs, medical care facilities, gaming applications, flight information systems, security systems and more.

With in-depth market knowledge and a team of industry experts AOpen can offer advice for complete digital signage platform solutions. AOpen cooperates with its global value added channel network to go to market.

More information: [www.AOpen.com](http://www.AOpen.com)

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