



## Digital Signage Industry Watcher DailyDOOH Releases Its Annual Top 10 Software Vendor List

*Global technology provider EnQii earns top place for third year running; Omnivex and CoolSign join coveted list, released at industry's primary trade show.*

LAS VEGAS - Digital signage industry watcher DailyDOOH has released its third annual list of the top-rated global software vendors, with UK-based EnQii again coming out on top of the heap.

Release of the list was timed to coincide with the start of the digital signage and digital out of home industries' largest annual trade show, Digital Signage Expo in Las Vegas, Nevada. Most of the vendors on the list have a presence at the conference and exhibition this week.

The annual list is intended as an objective, arm's-length analysis of the strengths and overall offer of companies providing software, hardware and related services to clients running digital screen networks.

"EnQii has, again, come out on top," says DailyDOOH's Editor-in-Chief Adrian J. Cotterill. "They are truly active on every continent and are much more than just a software vendor. Their mature customer base and their new support for licensed music convinced us that once again they deserved top spot"

"We are very honoured to have been picked as the number one global supplier by DailyDOOH for the third year in a row, and are pleased by the recognition given to our global presence, focus on customer service and our new EnGage platform," says Ajay Chowdhury, CEO of EnQii Group. "The OOH industry continues to show strong growth in difficult markets and we believe that the DailyDOOH team has become a powerful and trusted voice in the industry. When markets are confused, having a resource like the DailyDOOH to rely on brings clarity, and helps the industry develop."

The full Top 10, in order (with last year's position in parentheses), are:

- 1 - EnQii (1)
- 2 - Stratacache (2)
- 3 - BroadSign (3)
- 4 - Scala (5)
- 5 - Omnivex (new entrant)
- =6 - SignageLive (6)
- =6 - WireSpring (8)
- 8 - CoolSign (new entrant)
- 9 - C-nario (4)
- 10 - Dynamax (10)

"With hundreds of software platforms, it's a difficult task to give a fair assessment of all that's offered on the market, but we have guidelines that we apply and that helps enormously in thinning out the numbers of companies that deserve a more serious look," explains Cotterill.

Several variables affect the selection of top vendors, including: global presence; management team; financial stability; track record; product roadmap and development team size; breadth of solution; customer service; and the sophistication of the technology options.

Some well-known and respected companies, such as Real Digital Media and Nanonation, were not considered for the list because they do not actively market and have offices outside of North America. Some companies that were on the 2009 list, such as TELentice and Ryarc Media Systems, dropped off because of financial woes or (with Ryarc) limited success in expanding outside its home base of Australia and securing more than one big customer.

“As a global supplier of switching and extension solutions for digital signage deployments, Magenta has had the pleasure of working with many of the companies on this list,” says Bob Michaels, CEO of Magenta Research, which sponsored this year’s Top 10. “The selection process of any vendor isn’t so much about the features of a company’s products, as it is about the experience of its team.”

#### **About DailyDOOH**

DailyDOOH is a global news and information portal on the digital signage and digital out of home industries - put together by a dedicated team of industry analysts, journalists, researchers and technical experts. Along with writing, the UK-based firm does industry analysis, market research, commercial and technical due diligence, product design, software reviews, branding and market entry strategy. For more information: [www.dailydooh.com](http://www.dailydooh.com)

#### **About Magenta Research**

Magenta Research is the industry-recognized leader in the adaptive distribution and switching of video/audio/control signals over CatX cable, DVI over fibre and/or Cat6 and more recently, HDMI over Cat6. Over ten years, Magenta has developed the highest-performance, broadest and most flexible video-over-CatX product line, the MultiView™ Series. The company uses proprietary technologies to enable WUXGA/1080p video distribution at 2,000 feet (610m). MultiView Series transmitters, receivers, switchers and distributive systems have been installed in a large variety of A/V applications, especially dynamic signage for retail, airport, fast food, museum, casino, theatre, courtroom and corporate applications.

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