

ViewSonic announces new collaboration with Enplug at ISE 2017

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ViewSonic's new smart signage displays to feature Enplug software.

ViewSonic Corp. (<http://www.viewsoniceurope.com/uk/>), a leading global provider of visual solution products, announces its collaboration with Enplug. The partnership will launch with Enplug software running on ViewSonic's new smart signage displays at ISE 2017. This is an historic partnership, marking the first time a display manufacturer has preloaded an industry-leading software into its displays, creating the first truly plug-and-play digital signage solution.

"ISE 2017 marks a new era for our smart signage displays. This partnership with will allow our users to implement Enplug's software with a few simple clicks," said Bonny Cheng, President of ViewSonic's Global Product Group. "We look forward to combining our expertise in the display market with a leading digital signage software company."

Rather than relying on an external connection for display computing, ViewSonic's new CDM series of smart signage displays are the first to feature an embedded computer. The product line has been designed for versatile applications, suitable for both the corporate and retail sector, with features including touch response and a display panel engineered for both indoor and outdoor use.

ViewSonic's new CDM series displays will come embedded with Enplug's digital signage application, enabling ViewSonic users to transform their digital displays into intelligent two-way communications platforms.

Enplug's content management system is cloud-based, which allows users to manage an infinite number of displays from anywhere in the world. Users have the ability to pick and choose the automated content they want to use from the software's App Store, including popular social applications such as Twitter, Instagram, and YouTube.

"As a company focused on building the industry's most modern, engaging digital signage content, we know the importance of having great displays to feature that content," said Nanxi Liu, CEO of Enplug. "Our partnership with ViewSonic enables us to continue setting the standard for digital signage while offering better solutions for our users. Our collaboration at the 2017 ISE Expo will showcase just how well Enplug's digital signage features work with ViewSonic displays."

ViewSonic's customers will now be able to utilize Enplug's easy-to-use software to improve the way they communicate using their digital displays. For further news and information about ViewSonic, please visit ViewSonic.com.

About ViewSonic

Founded in California in 1987, ViewSonic is a leading global provider of visual solution products. As an innovator and visionary, ViewSonic keeps the world connected with a portfolio of professional level visual solutions that enhance the way we compute, collaborate, communicate and connect. Our products include LED monitors, interactive commercial displays, touch displays, projectors, thin client, zero

client and smart displays. To find out more about ViewSonic, visit www.viewsonic.com (<http://www.viewsoniceurope.com/uk/>).

Media Contact:

Liam Andrews
XL Communications
07552236724
liam@xl-comms.com

About Enplug

Enplug is the leading digital display software for businesses, transforming any TV or display into a real-time marketing tool. Enplug customers include global brands like YouTube, HP, WeWork, Marriott, Porsche and Oracle. Enplug is headquartered in Los Angeles, CA. For more information, visit www.enplug.com.

Media contact:

Colin Bovet
Colin@Enplug.com

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