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## **xTV Delivers World's First Mobile-First Digital Signage Using Intel® Compute Stick**

### **Highlights**

- **xTV's Cloud TV technology combined with Intel® Compute Stick enables mobile first digital signage**
- **Retailers can instantly monetise screens by plugging in the xTV Now device, powered by the Intel® Compute Stick**
- **Built-in WiFi enables content to be streamed over the cloud**
- **Transforms existing HDMI-ready TVs and screens into digital signage avoiding costly rip-and-replace costs**
- **Powered by Quad-core Intel® Atom™ processor**

xTV Networks Ltd ("xTV" the "Company") (ASX:XTV), the leading provider of interactive digital signage content, has today announced that they will develop a plug and play Mobile-First Digital Signage solution for the enterprise based on the Intel® Compute Stick. The solution will enable companies to monetise their screens by giving viewers the capability to connect with their content using a mobile device, which increases engagement with branding and commerce.

"The Company's **xTV Now** interactive digital signage platform is a compelling new business model and bridges the gap between digital signage, mobile video, and e-commerce" said Joel Christensen, GM, Intel NUC and Compute Stick. "The xTV Now digital signage platform is a great use case for the Intel® Compute Stick and we are excited to be involved in the continuing development of this product."

"By working with Intel® we can now offer enterprises the latest in hardware technology which is reliable, simple to use and ready to go right out of the box" said Joe Ward, xTV Networks Limited CEO

"By utilising the Intel® Compute Stick in our interactive digital signage application, businesses will instantly be able to deploy fresh new content over the cloud in real time to all of their screens, ensuring that messaging stays current, relevant and engaging."

xTV Networks Limited and Intel® have already begun the process of optimising the Intel® Compute Stick and the xTV Now digital signage platform to work seamlessly together and customers can expect to see the new devices in the upcoming weeks.



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### **About xTV**

xTV - the Next Generation Media Network Company allowing businesses to set up dedicated multi-channel online networks that integrate branded video and user-generated content with other real-time feeds.

[www.xtv.net](http://www.xtv.net)