



## *SpinetiX and Bluefin partner to offer an all-in-one digital signage solution ready for business*

**Hergiswil, Switzerland – March 18, 2025 – SpinetiX and Bluefin International are partnering to offer an all-in-one digital signage solution ready for business which makes digital signage accessible, secure, and easy to deploy.**

The new solution features the SpinetiX DSOS™ dedicated operating system embedded into Bluefin digital displays ranging from 10.1” to 55”. Thanks to this collaboration, the all-in-one signage solution offers out-of-the-box access to the free Discovery Plan of the SpinetiX ARYA™ CMS to quickly get started with digital signage on any number of screens without any recurring fees. With SpinetiX enabled, Bluefin all-in-one displays provide a highly secure and robust, subscription-free digital signage solution with seamless reliability and globally available support for all customers.

“As digital signage solutions become increasingly critical for businesses across all vertical markets, our partnership with SpinetiX empowers technology integrators and resellers to deliver flexible solutions to adapt to these customer needs,” said Frank Pisano, CEO of Bluefin International.

“The SpinetiX cloud-based platform combined with Bluefin displays meets a unique need for AV professionals, IT managers, and digital signage specialists. This all-in-one solution offers a turn-key and scalable technology that adapts to the evolving demands of modern business,” added Pisano.

The award-winning CMS, SpinetiX ARYA, has been praised many times for its simplicity and versatile scalability. It achieves results on-screen in minutes with customizable templates, images, videos, custom fonts, and colors, with no limit on the number of displays.

Bluefin’s wide array of form factors, including small format, touch and ultrawide screens with integrated computing power, meet the requirements of a vast number of applications including Corporate and Hospitality. The displays have minimal power consumption and can leverage PoE, requiring no additional cabling or power supplies.

The solution is also designed to grow with customer needs. From a CMS perspective, customers can at any time upgrade their free subscription to one of the SpinetiX ARYA Enterprise plans to get access to more features which are supported by SpinetiX certified resellers. And Bluefin offers its Core Screens ready-to-ship or even custom designs with rapid turnaround times.

"I am delighted about our collaboration with Bluefin. We share a common vision to develop robust, qualitative, durable, and secure products well-suited for Corporate and Hospitality clients and the entire professional audio-video industry. Our common longstanding expertise in the digital signage field enables us to deliver a 'ready-to-use' professional solution out-of-the-box, making the benefits of digital signage more accessible to many customers," commented Francesco Ziliani, CEO of SpinetiX. "This unique offering is also designed to grow with businesses, representing a great opportunity for our channel ecosystem of certified resellers to deliver added value to their customers," added Ziliani.

Find out more about the collaboration between SpinetiX and Bluefin at:

[www.spinetix.com/bluefin](http://www.spinetix.com/bluefin)

#### **About SpinetiX:**

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 15 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses to realize their full potential. Whether you are looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business.

Learn more at [www.spinetix.com](http://www.spinetix.com).

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#### **About Bluefin International Inc.:**

Headquartered in Atlanta, Bluefin has worked with hundreds of brands to create custom digital signage solutions for retail, restaurants, and corporate brands around the globe. At Bluefin we believe in making things that perfectly match our customers' needs, not the other way around. Our goal is to simplify the process, offering a wide range of form factors, resolutions, and built-in players to suit any space. Whether you need an ultrawide, large dual sided screen or compact 10-inch all with or without touch, we ensure our customers find the perfect fit for their unique environment.

Learn more at [www.thebluefin.com](http://www.thebluefin.com).

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