

## Squirrels at ISE 2020

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No, not the ground squirrels. Squirrels is a USA technology company that specializes in wireless collaboration and presentation technology.

They launched two of the very first screen-mirroring apps — **Reflector** and **AirParrot**. Reflector, made waves in education. It was a first-of-its-kind technology that allowed students and teachers to wirelessly display, record and collaborate with many device types in the classroom. To date, it has reached millions of students globally.

At ISE 2020 Squirrels continues its position in the screen mirroring and wireless presentation space with a wireless HDMI alternative, **Ditto**, that provide companies with cost effective and easy-to-use technology for meeting spaces.

Screen mirroring with Ditto is simple: Ditto automatically connects you to the correct receiver. Anyone in the room can begin sharing content to the big screen in moments.

And now Squirrels has additionally tweaked Ditto for digital signage.

**Ditto differentiates itself with the ability to instantly transition from digital signage to**

**screen mirroring as well as utilize popular devices as receivers.** Ditto receiver software runs on Apple TV and Windows devices. No proprietary Ditto hardware is required.

“We redefined Ditto without sacrificing what made it great,” Squirrels CEO and co-founder Andrew Gould says. “We gave people a way to make use of all their displays, all the time. People only used Ditto to screen mirror before. Now, Ditto is active even when you’re not presenting. The transition from displaying digital signage to screen mirroring on demand is seamless and intuitive to maintain the simplicity people love about Ditto.”

Ditto admins manage every aspect of digital signage from the web-based Ditto Account Portal. The Account Portal allows admins to create signage playlists, schedule signage, deploy emergency alerts and more. It’s also where admins delegate responsibilities.

“One person managing digital signage for every display across a large organization is not feasible,” Gould explains. “Signage changes often. Keeping up with it would become a full-time job. Ditto admins can give Account Portal access to others in their organization to manage signage for specific departments and locations.”

In addition to the new digital signage functionality, Ditto users can now mirror their device to multiple displays simultaneously. Devices could previously be mirrored to only one display. Users may also mirror up to four devices to each display simultaneously.

Go [Ditto Wireless Presentation and Digital Signage Software](#)