

## EnQii and Minicom Digital Signage Merge

Written by Bob Snyder  
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EnQii Holdings and Minicom Digital Signage (MDS) merge companies to create a global leader in multichannel message management and a platform in a complex marketplace.

“This is an exciting milestone for the industry as it creates a true global powerhouse providing an integrated suite of hardware, software and services required for the best digital signage deployments going forward,” says Ajay Chowdhury, CEO of the new venture and former CEO of EnQii. “I am particularly excited with our new solutions such as IP Streaming, mobile and web linkages and the ability to provide proof of performance for signage networks.”

Headquartered in New York City, EnQii-MDS will operate from six offices around the world and a global network of dedicated partners that includes 150 worldwide distributors serving thousands of resellers and system integrators.

“This strategic move creates a powerful vertical solution in an industry that has been plagued by complexity,” states Ronni Guggenheim, President of EnQii-MDS and former CEO of Minicom Digital Signage. “This gives us a deeper base to continue to provide compelling innovations in this rapidly growing industry to our current and future partners across the globe.”

Led by a veteran team of industry innovators, EnQii-MDS sets a new standard that will provide

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focused expertise that larger players cannot deliver. In addition to the officers previously mentioned, Shlomo Nimrodi, has been named Chairman. Stuart Armstrong and Amir Shaked have been tapped to lead the US business and Max Stevens-Guille will lead the Canadian business. In Israel Ofer Dar will act as the Group's CFO, Moti Guberman will be in charge of operations and Mordehay Hilu will drive the R&D.

Gadi Tirosh, General Partner at JVP and Chairman of MDS concluded: "When we invested in MDS over a year ago, we clearly identified the potential of leveraging MDS' unique market position and channels as a platform for further growth -- organically and through M&A. This merger is the realization of this strategy creating the most prominent, fastest growing market leader."

EnQii-MDS will provide marketers with an end-to-end solution encompassing distribution, content management and proof-of-performance - while reducing capital and operational costs.

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