

YCD Multimedia Acquires C-nario

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YCD Multimedia buys C-nario and pockets a **new \$6 million fundraising round** from the venture capital companies involved.

This is another consolidation that delineates the digital signage industry's need to grow bigger players, players that can offer end-to-end solutions that encompass everything from content management to measurement and analytics.

This acquisition and the funding will expand its reach to serve more than 2000 brands, including leading Fortune 500 global brands, in over 40 countries worldwide. The company also hopes to deliver a complete brand experience in the retail industry as well as in other market segments.

YCD will continue to provide support to both YCD and C-nario customers. Noam Levavi, co-founder and CEO of YCD will continue to lead the combined entity from its NYC headquarters.

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