

## Dell Powers More Flexible Digital Signage Offerings

Written by Bob Snyder  
17 November 2011

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Do you associate Dell with digital signage? Dell OEM Solutions was selected by Tripleplay Services, a provider of IPTV, Video Streaming and Digital Signage solutions, to provide a back-end hardware platform, including the OEM-ready Dell PowerEdge R710 and T110 servers.



Founded in 2001, Tripleplay Services has an impressive customer base across 33 countries. Tripleplay claims **the largest IPTV deployment within the UK with over 200,000 client devices** supported within closed communities and the largest deployment of HD streaming and IPTV servers for any single customer in Europe.

Tripleplay's relationship with Dell OEM Solutions has already proved instrumental in a number of significant customer wins, with particular traction within stadia, education and retail sectors. (Tripleplay's customers in these markets include: Chelsea FC and the Green Point and Port Elizabeth 2010 World Cup stadia in South Africa, Sheffield Hallam, Portsmouth and Southampton Solent Universities and London School of Economics, Dixons/Currys and several hospitality solutions in major 4 and 5 stars hotels around the world.)

"Tripleplay's solutions are a great example of a widely-deployed technology, which people might be surprised to find out is powered by Dell OEM Solutions," says Sam Forsbom, general manager, OEM Solutions EMEA at Dell. "However, the fact that we are powering digital signage technology in a number of very high-profile customer deployments shows how invaluable our combination of technology and services can be to organizations like Tripleplay looking for ways to facilitate business transformation."

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