

Press Release on February 2nd, 2015

ENTIRETEC PARTNERS WITH LG TO PROVIDE CUSTOMERS WITH CONTENT MEDIA SERVICES AND CLOUD STRATEGIES FOR INDUSTRIES, THE HOSPITALITY VERTICAL AND RETAIL MARKET, DRIVEN BY OUTSTANDING FEATURES OF LG COMMERCIAL DISPLAY PRODUCTS.

At Integrated Systems Europe (ISE), to take place in Amsterdam RAI, during February 10-12, 2015, ENTIRETEC will showcase at its' latest cloud solutions at LG's booth (11-K75). The demonstration will be performed on LG's Commercial Displays which includes both, Hotel TV and Signage Display products.

ENTIRETEC and LG Electronics joined forces on a common cloud and professional service strategy to provide customers with cost effective tailor made end-to-end solutions and seamless services.

The partnership resulted in the development of a joint advertisement and media content multi-service platform aimed at supplying content solutions on a cloud base that address various verticals, from automotive and transportation, health care, hospitality and sports. These include Smart Signage and IPTV, as well as further media and communications solutions.

ENTIRETEC is a strong promoter of a future-oriented strategy creating synergies within many industries; as such, the technology partnership with LG Electronics goes beyond the classical channel partnership and system integrator approach. LG Electronics' high-end information displays and screen products combined with ENTIRETEC's cloud solutions expertise opens up new possibilities for highly customized media and content solutions.

The collaboration starts with the launch of the joint CLT:PMS PCS service for the hospitality vertical. By using LG Electronics' Pro:Centric Server and ENTIRETEC's Identity Management based on CLT – Core Layer Technology®, it is possible to enable easy-to-use content delivery for hotel chains and to specify granular access to content for every single hotel guest, accelerating guest room interactivity. First installations have already been signed and are deployed in South East Asia and the Middle East regions.

LG Electronics' high-end displays and screen products are a perfect interface for our media portal solutions", said Thomas Herrmann, CEO, ENTIRETEC AG. "The LG screens will be an integrated part of our CLT cloud strategy. Together we can make unique information and media access to different solutions available on a global scale".

About Integrated Systems Europe (ISE)

www.iseurope.org

About ENTIRETEC

ENTIRETEC is an established IT technology and Managed Service provider with sites and interconnected data centers worldwide. Using its wealth of experience as a foundation, the firm develops and implements highly available, secure Enterprise networks in local and global environments. Irrespective of the client's existing network, ENTIRETEC delivers individual applications as Managed Services which combine to form tailored solutions. The firm's in-house CLT – Core Layer Technology® facilitates the centralized regulation and identity-based management of all IT processes and activities. Cross-sector strategic project development and consulting complete the range of services offered.

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