

# IntuiLab Releases First Multitouch-Capable Digital Signage Solution For LG's webOS Signage, Will Be Showcased At ISE 2016

IntuiLab is the first company to enable (multi) touch content creation for webOS Signage from LG. With this combined solution, companies can simplify their transition from traditional passive signage to a more modern, interactive approach.



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[IntuiLab](#), provider of IntuiFace, the world's premier no-coding interactive experience creation platform, is pleased to announce support for LG's webOS operating system. This is the first multitouch-capable signage creation option for webOS, enabling businesses to invest in and realize the added benefits of interactive over passive signage. IntuiLab will showcase their new webOS support in the LG Electronics booth, Booth 11-K70, at [ISE 2016](#) in Amsterdam, February 9-12, 2016.

Built from the ground-up with touch capabilities at its core, the IntuiFace platform enables businesses to create engaging, highly interactive HTML5-based experiences without coding that can be deployed within minutes onto any PC, tablet and kiosk including – now – webOS-based signage devices. These touch-first experiences can incorporate a wide variety of media formats, any live connection to cloud-based data and APIs (including social networks and the Internet of Things), and all of the core capabilities necessary for successful signage and kiosk deployments, including fine grained user data collection, scheduling and the ability to work offline.

The marriage between IntuiFace and webOS is rooted in work by IntuiLab to port its [patented touch gesture recognition engine](#) to run natively within the new PC-less touch-enabled webOS Web browser. The resulting HTML5-based runtime - complementing

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IntuiLab's previous work for other platforms – enables IntuiFace users and partners to access touch-first experiences simply by entering a URL in the webOS browser.

The combination of these unique capabilities with the dramatically reduced total cost of ownership achieved by SoC-based webOS devices creates a compelling low cost option in the signage market for content creation, cost and speed of deployment. It is estimated that projects built with these two platforms reduce total cost of ownership by 65% and time-to-deployment by 50% over conventional display and content delivery approaches.

“We are excited to offer our customers true touch capability with the availability of IntuiFace on webOS,” said Warren Lewis, Regional Sales Director of Western and Southern Europe, Information Display, LG Electronics Europe B2B. “For organizations in search of an affordable, accessible path to creating touch-enabled digital signage content – even organizations with no development skills - IntuiFace and LG offer a uniquely compelling, turnkey package.”

“Devices running webOS have a price point and ease of use that make interactive signage deployments – the natural evolution of passive signage – an excellent choice for businesses of any size,” added Vincent Encontre, CEO, IntuiLab. “Thanks to our technology partnership with LG, IntuiLab has been able to make interactive signage creation accessible as well. We believe consumers will be amazed at what can be achieved, triggering a significant increase in touch-based webOS projects.”

Touch-enabled experiences built using IntuiFace Composer can be published to a public or private cloud storage account and then downloaded and run on any webOS device using IntuiFace Player. This new solution is available now for the LG SM5B/3B/5KB series with both a free option and a low cost annual subscription. Composer can be downloaded to a Windows PC and trialed for free without a time limit. Additional background information can be found [here](#). A quick start guide is located [here](#).

IntuiLab will also preview beacon support at ISE 2016. No appointment necessary. Simply drop by the LG Electronics booth, Booth 11-K70.

### About IntuiLab

IntuiLab makes IntuiFace, the world's premier platform for creating, deploying, measuring and managing deeply interactive, connected and expressive digital experiences without writing code. It is used by thousands of users in hundreds of companies across 55+ countries to build experiences driven by mobile devices, touch displays, Microsoft Kinect gestures, RFID/NFC readers, the Internet of Things and much more. For any industry – including retail, hospitality, real estate, tourism, education – and for any intent – from digital signs to self-service kiosks and assisted selling. More at <http://www.intuilab.com>.

## Press Release

### About LG and Smart SoC Built-in Signage

LG Electronics, Inc. is a global leader and technology innovator in consumer electronics, mobile communications, home appliances and B2B solutions employing 83,000 people working in 119 locations around the world. webOS Signage is a web-centric platform that powers the LG Digital Signage products. This developer-friendly platform provides powerful features to create your own web apps. Best of all, webOS Signage is compatible with major programming languages and technologies you are already familiar with, such as HTML, JavaScript, CSS, and more.