

Intuiface Announces Interactive Digital Signage Support for LG webOS Smart Displays

Intuiface is the leading platform for enabling multi-touch digital signage creation, deployment, and management for LG webOS, including brand new LG's PCAP-based Interactive Digital Boards.



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Intuiface, provider of the world's premier interactive experience creation platform, is pleased to announce support for the LG webOS operating system. All multi-touch content created with Intuiface software can now be run on all smart devices running webOS 3.0, 3.0+, and 4.0, including the LG TC3D series of Integrated Touch Boards with PCAP (projected capacitive) touch technology. With this announcement, Intuiface provides multi-touch signage option for webOS, enabling businesses to invest in and to realize the added benefits of interactive over passive signage.

Built from the ground-up with touch capabilities at its core, Intuiface is a no-coding software platform enabling any organization to create and deliver gratifying, purposeful, data-driven digital experiences that connect people to place, powered by the latest interactive technologies. Advantages of interactive digital content include deeper, lasting engagement thanks to real-time personalization and the ability to track user preferences in context, generating actionable business insights.

Organizations adopting webOS devices for digital signage distribution can now use the IntuiFace platform, empowering them to create personalized, template-free visual content, incorporate live connections to cloud-based data and APIs (including social networks, IoT, Web triggers), and adopt all core capabilities necessary for successful signage and kiosk deployments such as remote deployment, fine grained user data collection and analytics, scheduling, and the ability to work offline.

The marriage between the Intuiface platform and webOS is rooted in work by Intuiface to port its HTML5-based runtime (aka Player) to the touch-enabled webOS Web browser. The result - complementing Intuiface's previous work for other platforms – enables users and

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partners to both manually access and remotely deploy interactive experiences simply by entering a URL.

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

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

"Giving LG digital signage customers the ability to create multi-touch digital content through the Intuiface platform is consistent with our strategy to offer the best technology currently available in the industry," said Jongjin Woo, ID Business Unit R&D Head, LG Electronics. "For organizations in search of an affordable, accessible path to creating interactive digital signage – even organizations with no development skills - Intuiface and LG offer a uniquely compelling, turnkey package."

Interactive experiences built using Intuiface Composer can be published to a public or private cloud storage account and then downloaded and run, using Intuiface Player, on the PCAP-based LG TC3D Interactive Digital Boards as well as on any other LG display series running LG webOS 3.0, 3.0+, or 4.0. Both Composer and Player can be trialed for free – without a time limit – or licensed with an annual subscription. Information for getting started can be found [here](#).

About Intuiface

Intuiface is the world's premier platform for creating, deploying, measuring and managing deeply interactive digital experiences without writing code. Over 1400 companies across 90+ countries are connecting people to place using interactive options such as touch, RFID/NFC, beacons, Web APIs, 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.intuiface.com>.

About LG webOS Smart Signage Platform

LG webOS Smart Signage is a web-centric platform that powers the LG Digital Signage products. This developer-friendly platform provides powerful features to create your own

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web apps. Best of all, webOS Signage is compatible with major programming languages and technologies you are already familiar with, such as HTML, JavaScript, CS, and more.