

A close-up portrait of a man with short grey hair and a serious expression, wearing a dark jacket and a patterned scarf. The background is a blurred, textured wall. The image is partially obscured by a dark blue diagonal shape that serves as a background for the text.

NEXT UP!

PLAYipp, produktvisjon og roadmap

THOMAS SUNDGREN, CPO PLAYIPP

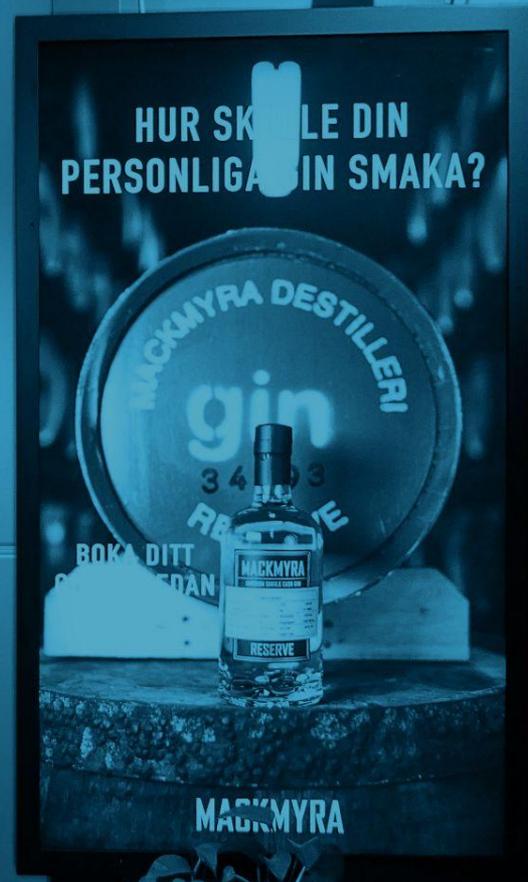
PLAYIPP
DIGITAL
SIGNAGE 
2025 *Summit*



Thomas Sundgren
CPO PLAYipp

Background in product engineering, data, AI, ad tech, sales at
Schibsted, Bonnier News, SaaS companies

Reach your **target audiences** – where they are



The PLAYipp Product Vision

– why we exist – who we need to help

PLAYipp - the number one choice in publishing platforms
for digital information screens.

PLAYipp - the number one choice in publishing platforms
for digital information screens.

We help successful communication teams

PLAYipp - the number one choice in publishing platforms for digital information screens.

We help successful communication teams simplify information sharing, enhance engagement, and maximize impact

PLAYipp - the number one choice in publishing platforms for digital information screens.

We help successful communication teams simplify information sharing, enhance engagement, and maximize impact by offering world class usability, tomorrow's integrations, robust security and continuous innovation.

ONWARDS AND UPWARDS

PLAYipp road map

What sets the road map?

Our constant contact with you

ONWARDS AND UPWARDS

PLAYipp road map

- **Automation and AI**
In onboarding and usage
- **APIs and availability**
Seamless, no-touch platform access
- **Integrations**
Today's and tomorrow's automated content
- **Hardware**
Innovation and proactive market adherence
- **Ux and interface**
World class usability – for everyone

ONWARDS AND UPWARDS

PLAYipp road map

- **Ux and interface**
World class usability – for everyone

- **Integrations**
Today's and tomorrow's automated content

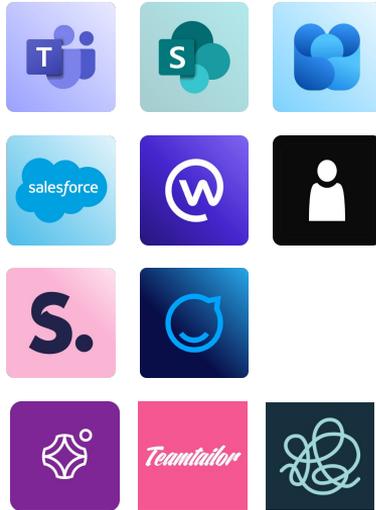
- **Automation and AI**
In onboarding and usage

Integrations

– today's and tomorrow's automated content

Integrations - current turn key collection

INTRANETS & WORKPLACE



CALENDARS & BOOKINGS



PUBLIC TRANSPORT



BUSINESS INTELLIGENCE



REAL ESTATE



SOCIAL MEDIA



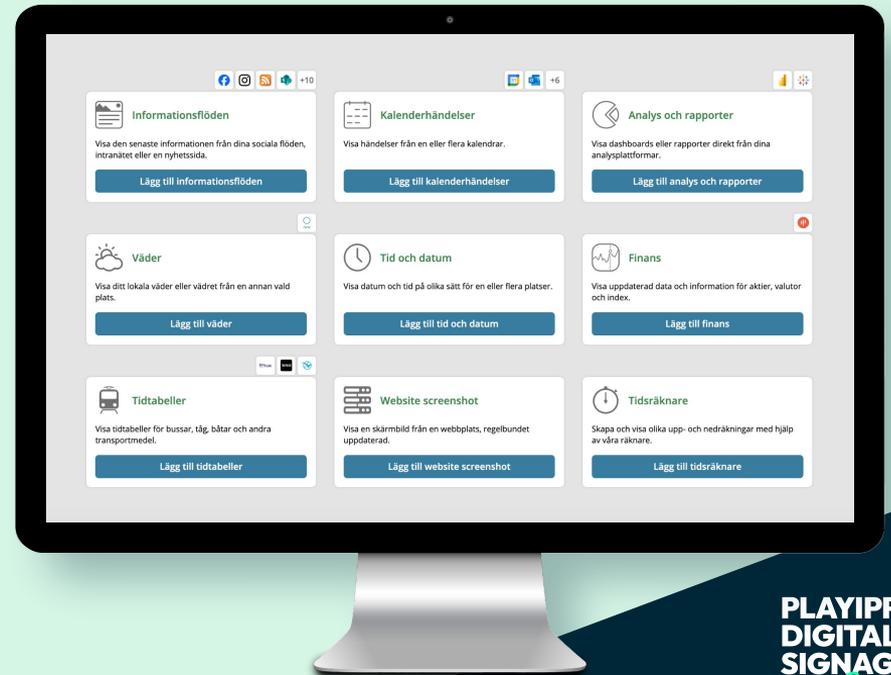
OTHER



Integrations - click to connect workflow

Click to connect

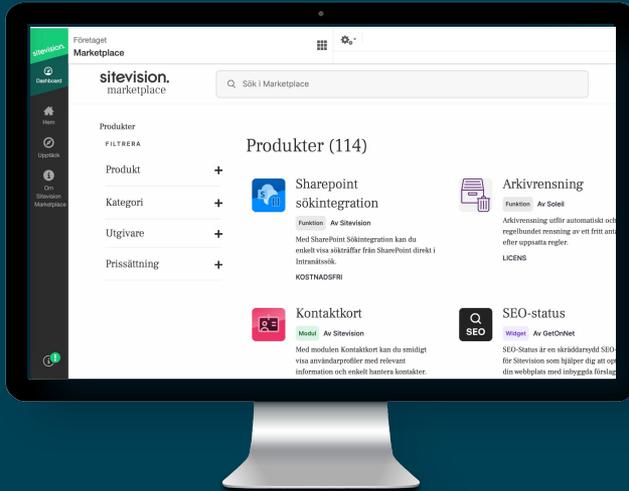
- Optimized for setup of integrations and widgets in auto content publishing without technical knowledge.
- 5-10 clicks for first-timers in setting up a new integration and start publishing.



Integrations - what's up?

NOW

→ Sitevision - launch September



NEXT

- Updated EnTur integration
- Improved click-to-connect workflow

UPCOMING

- Ongoing new turn key integrations
- Client specific integrations - always

Integrations - turn key candidates

INTRANETS



ASSET SYSTEMS



CRMS



ONLINE CONTENT



SCHEDULING



DESIGN/CONTENT



METRICS/KPIS



WORKPLACE PLANNING



Ux and interface

– world class usability for all users

Funktionshinder är inte egenskapen hos en individ utan det gap som kan finnas mellan omgivningens krav och individens förmågor.

Omgivningens krav



} Funktionshinder

Hjälpmedel
Assistans

Tillgänglighet

Användbarhet i en produkt handlar inte om hur skicklig användaren är utan om produkten gör det lätt eller svårt för användaren



En produkts krav på sina användare

Användartröskel



Förbättrad
UX

Produktens
tillgänglighet

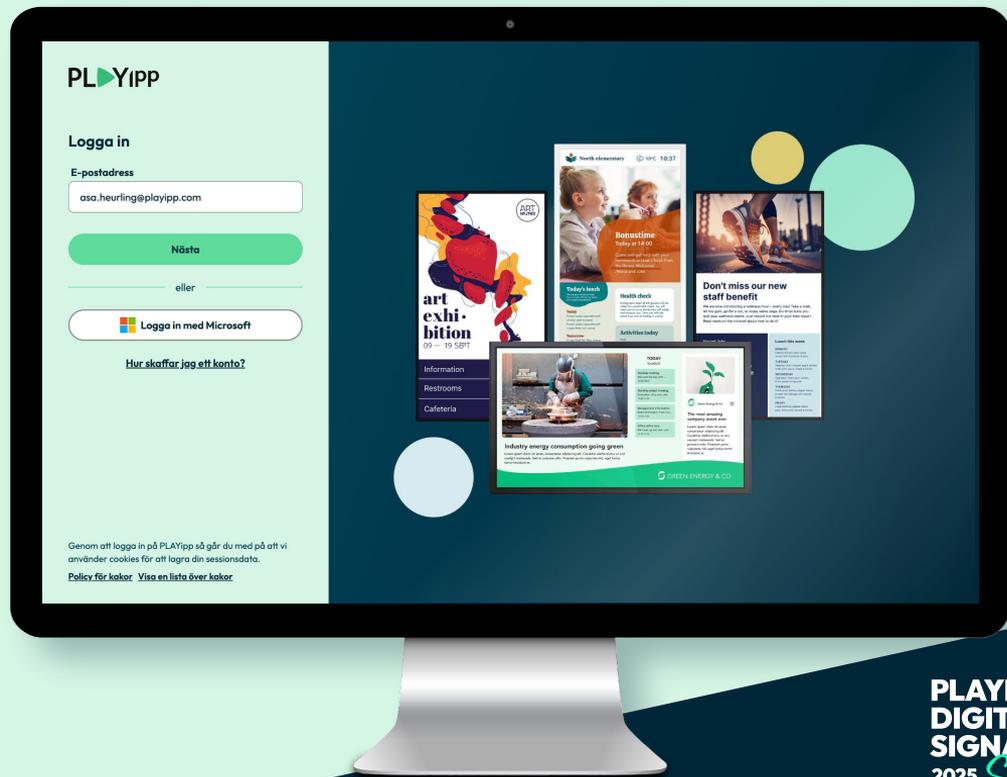
Ux and interface – launched

Third-party login support via Microsoft and Google

Users are now able to log in using their Microsoft or Google accounts, streamlining access.

Includes

- Easier to use
- Improved security
- Improved admin settings



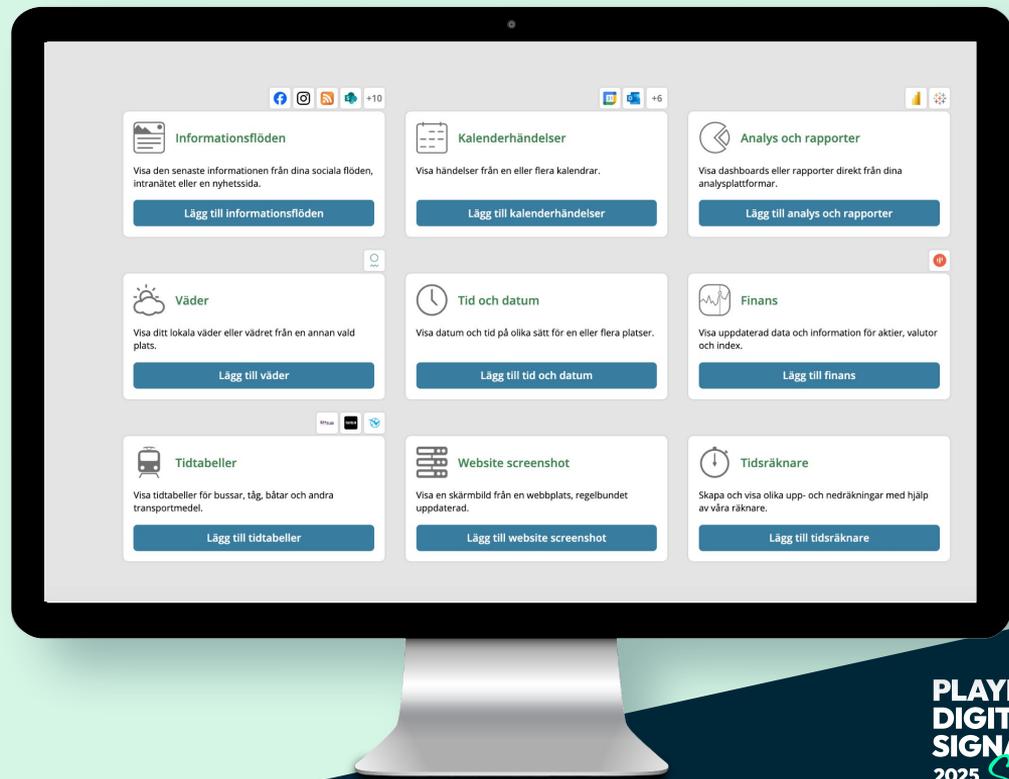
Ux and interface – launched

Click-to-connect integration workflow

Improvement of usability in setting up integrations, connect them to widgets and publish automated content.

Includes

- New UX
- New UI design
- Better settings konfiguration för basic and advanced users



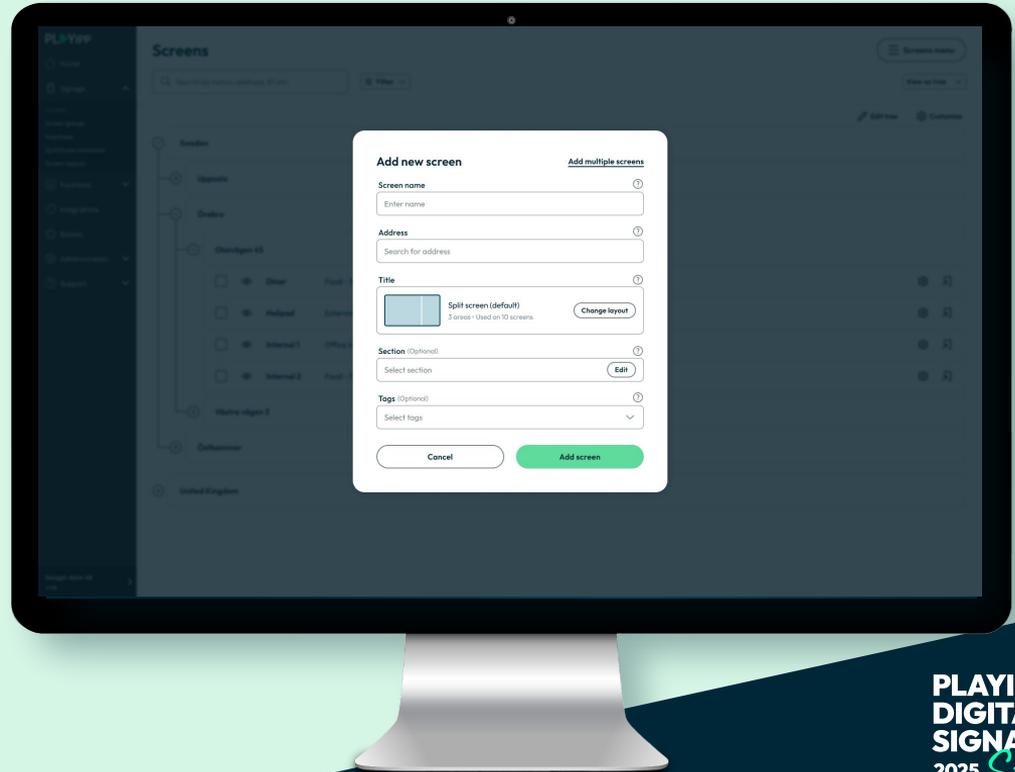
Ux and interface – starting October

New workflow for managing screens

Redesigned workflow and interface for easier management, monitoring screens.

Will include

- One entry point to all screen actions
- Better screen set up
- Improved views for finding, monitoring and managing screens



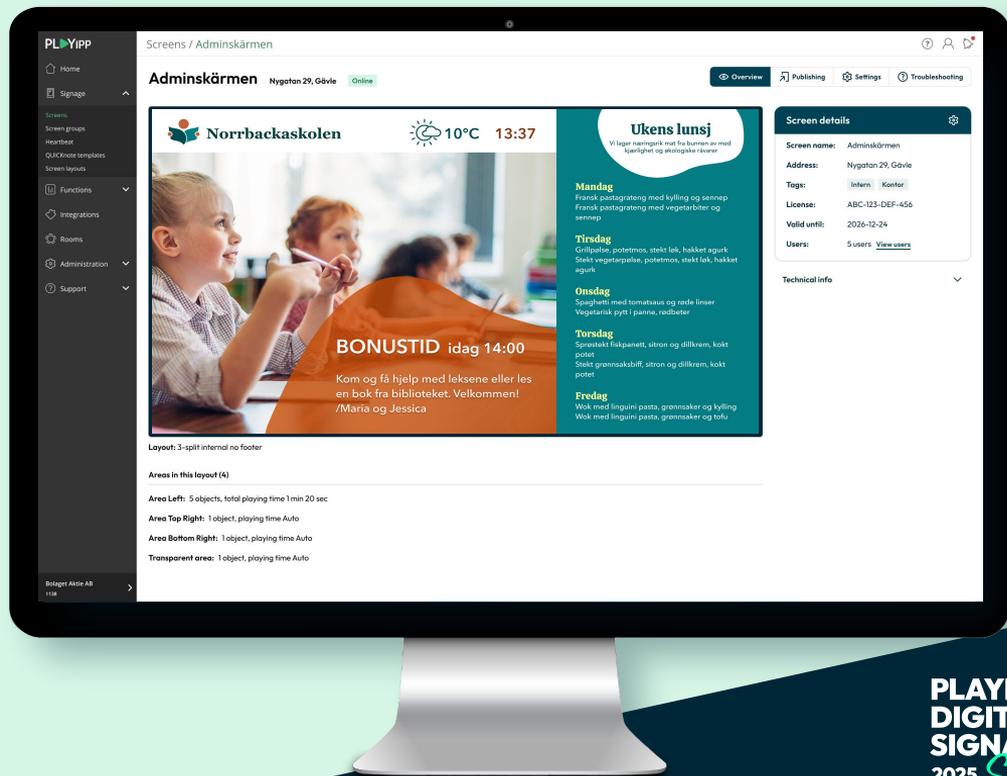
Ux and interface – starting October

New navigation framework

Modernized navigation to improve user experience and ease of access.

Will include

- Simplified and more direct navigation
- More consistent interaction patterns throughout the platform



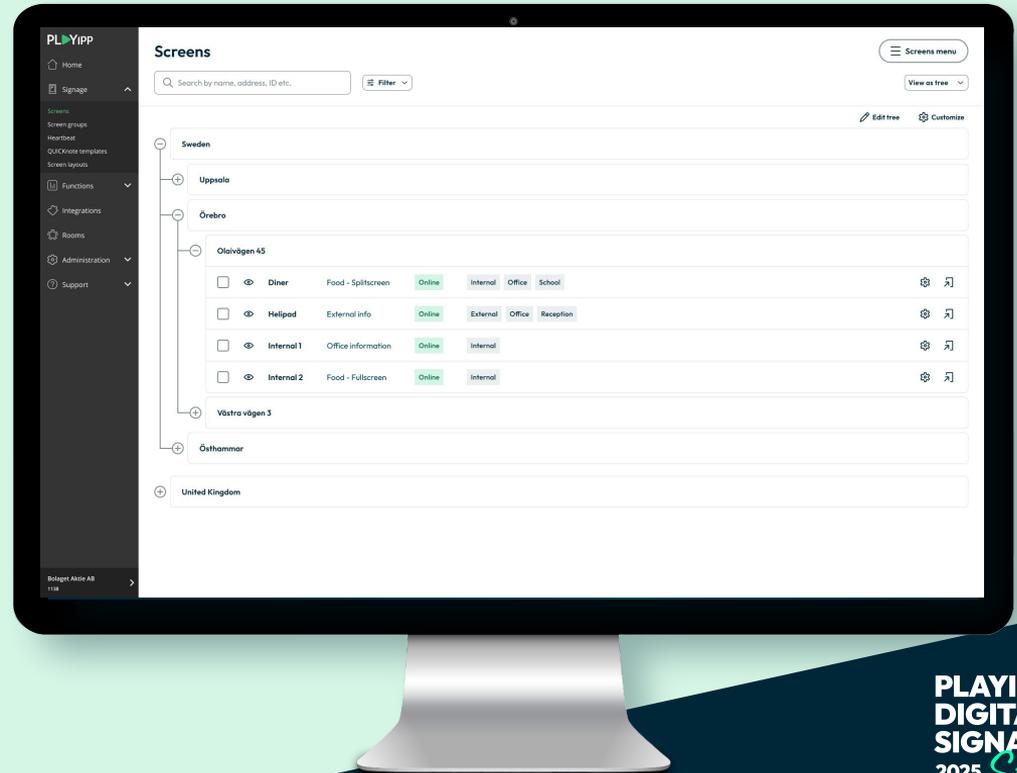
Ux and interface – starting October

Enhanced publishing of content

New workflow for multi-screen publishing.
Interface improvements of the playlist.

Will include

- Flexible and precise targeting of multi-publishing using tags and locations
- Better overview of playlist timeline and tools



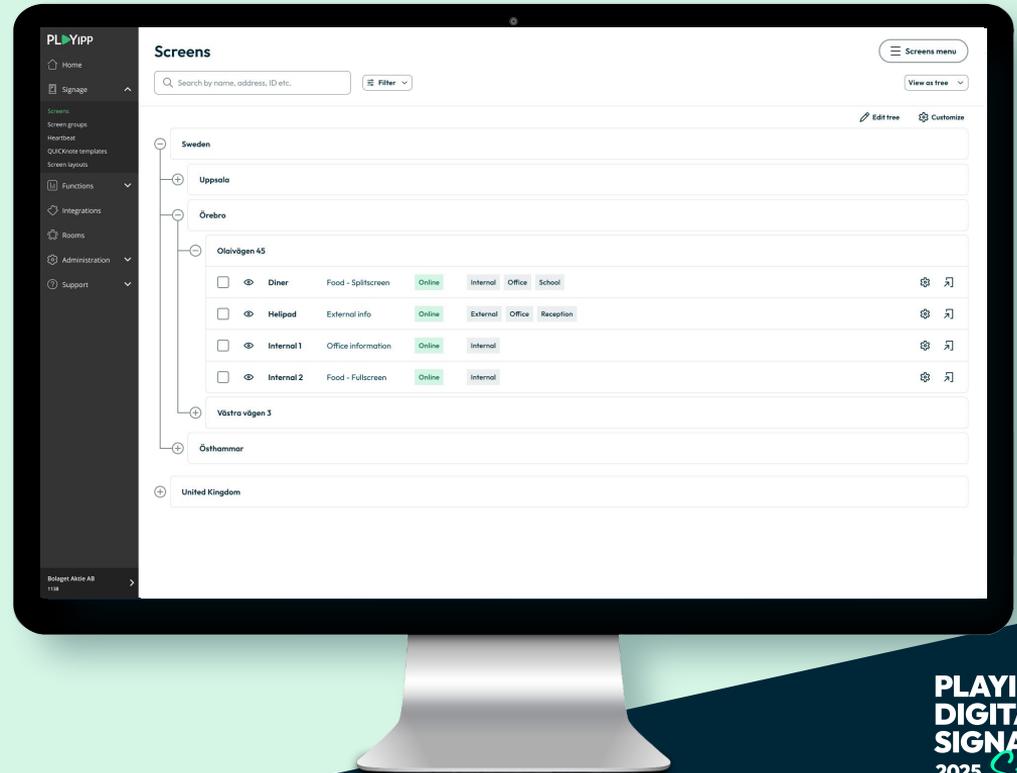
Ux and interface – starting October

Improved handling of screen layouts

Easier to start – faster flow from setting up a screen to start publishing.

Will include

- Possibility to switch between layouts
- Easier to adapt content to various area sizes
- Layout management more integrated with publishing



ONWARDS AND UPWARDS

PLAYipp road map

- **Ux and interface**
World class usability – for everyone

- **Integrations**
Today's and tomorrow's automated content

- **Automation and AI**
In onboarding and usage

Automation and AI

– assist in user experience and usability

Funktionshinder är inte egenskapen hos en individ utan det gap som kan finnas mellan omgivningens krav och individens förmågor.

Omgivningens krav



} Funktionshinder

Hjälpmedel
Assistans

Tillgänglighet

Användbarhet i en produkt handlar inte om hur skicklig användaren är utan om produkten gör det lätt eller svårt för användaren



En produkts krav på sina användare

Användartröskel



AI
assistans

Produktens
tillgänglighet

Automation and AI - in PLAYipp

- **Assistance** - AI in user workflow/actions.
- **Automation** - AI to automate set up processes for users,screens, screen structures, and more.
- **Recommendation** - AI to recommend content creation, layouting and more in publishing, based on client and user profiles and policies.



ONWARDS AND UPWARDS

PLAYipp road map

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In onboarding and usage
- **Integrations**
Today's and tomorrow's automated content
- **Ux and interface**
World class usability – for everyone

What's the point?

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We help successful communication teams simplify information sharing, enhance engagement, and **maximize impact** by offering world class usability, tomorrow's integrations, robust security and continuous innovation.



Questions?

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