

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.

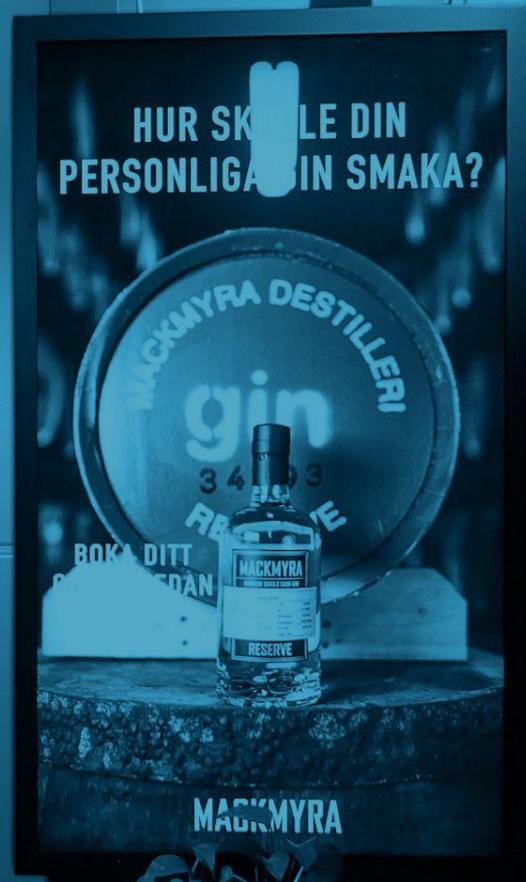
NEXT UP!

PLAYipp, produktvision och roadmap

THOMAS SUNDGREN, CPO PLAYIPP

PLAYIPP
DIGITAL
SIGNAGE 
2025 *Summit*

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



The PLAYipp Product Vision

– why we exist, who we serve, where we need to go

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

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We help successful communication teams

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

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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.

ONWARDS AND UPWARDS

PLAYipp road map

Partners & PLAYipp

What sets the road map?

- Product development with partners, clients, users
- Close contact in CS, Support, Sales, Pre sales engineering
- Market and industry trends
- Competition
- Company vision and strategy

ONWARDS AND UPWARDS

PLAYipp road map

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

Hardware

– innovation and market adherence

Hardware - road map

RELEASED

- Support for Philips 3351t / 5051t
- Support for Samsung Tizen 8

NEXT

- Samsung E-paper
- liyama
- Continued support for next generation screens w. focus on LG, Samsung, Philips

IN THE WORKS

- Tizen Enterprise Platform
- High-performance PLAYport, 4K, LED
- Sony screens
- LG WebOS 8

HIGH END CASES

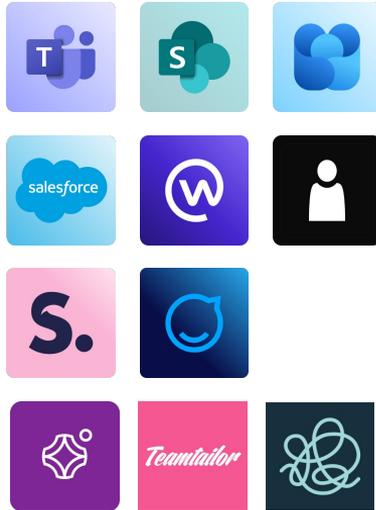
- Tailored solution, designed in pre sales.
- Offered case by case.

Integrations

– today's and tomorrow's automated content

Integrations - current turn key collection

INTRANETS & WORKPLACE



CALENDARS & BOOKINGS



PUBLIC TRANSPORT



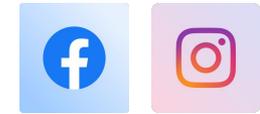
BUSINESS INTELLIGENCE



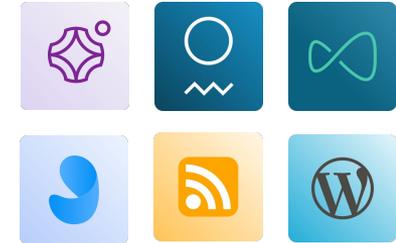
REAL ESTATE



SOCIAL MEDIA



OTHER



Next big launch - Sitevision

Sitevision intranet integration

Easy to set up integration with Sitevision launched in September.

Includes

- Post feeds
- Event feeds



Integrations - turn key candidates

INTRANETS



ASSET SYSTEMS



CRMS



ONLINE CONTENT



SCHEDULING



DESIGN/CONTENT



METRICS/KPIS



WORKPLACE PLANNING



Ux and interface

– world class usability for everyone

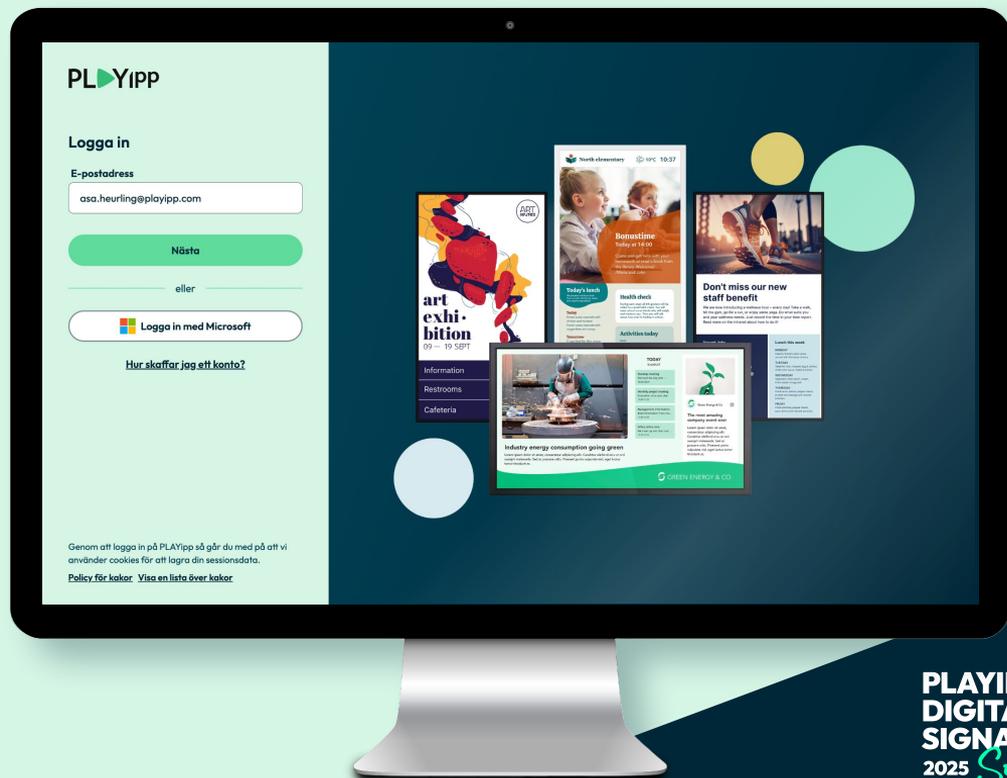
Ux and interface – launched

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



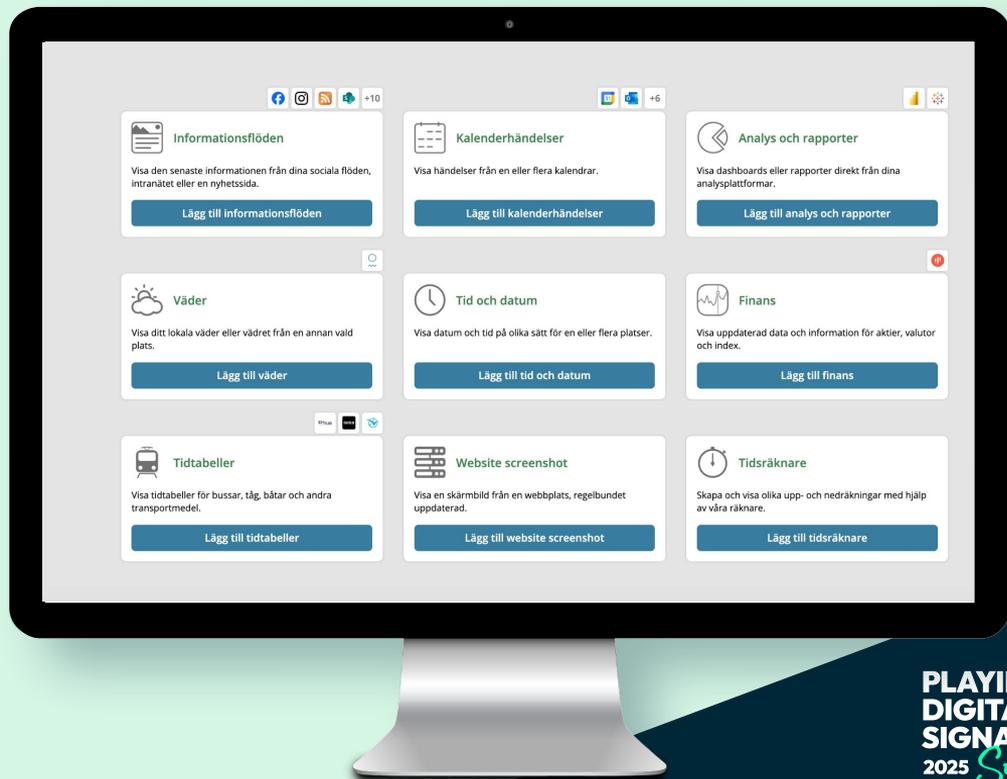
Ux and interface – launched

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



Next: A new way to experience PLAYipp

What:

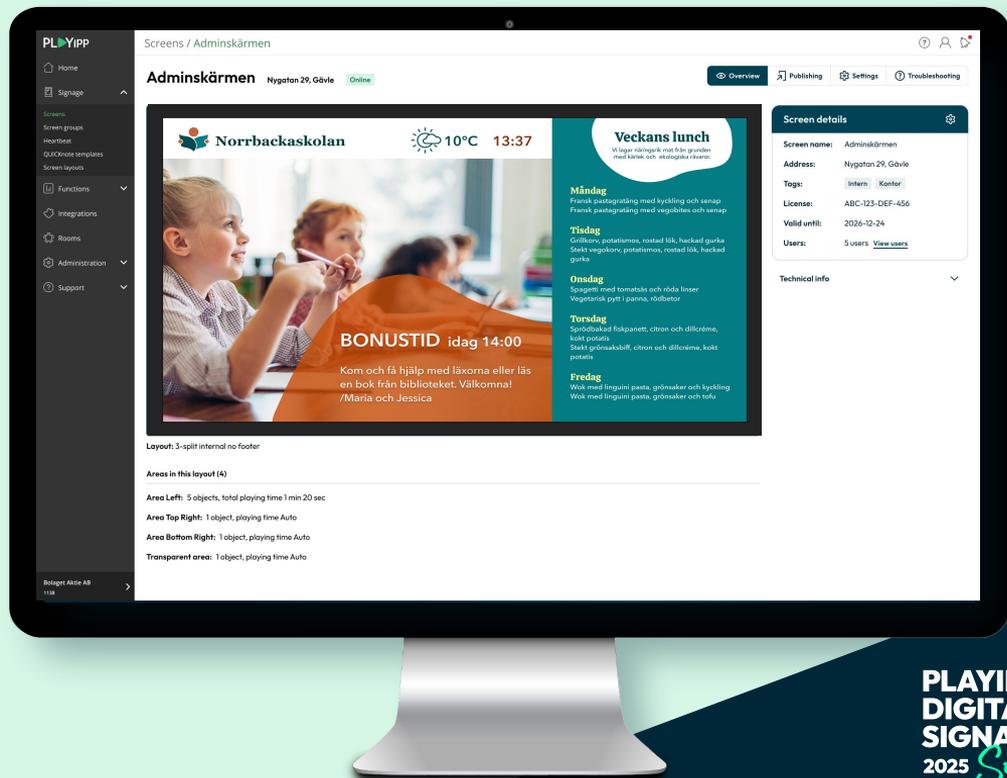
- Improvement/overhaul of the entire user experience,
- Keeping the basic components that makes PLAYipp so loved, but in a new way.

Includes

- New workflow for managing screens
- Enhanced publishing of content
- New layouts
- More flexible handling of layouts, new navigation framework, and more.

Roll out

- Starts Oct-Nov, feature by feature.



APIs and availability

– seamless product platform access

APIs and availability

PURPOSE

Increased system API availability is required for three main reasons:

1. Offer the platform to clients and partners who does not want to use UI.
2. Automation in client onboarding.
3. Enable use of AI and agentic solutions.

RELEASED AND IN THE PIPELINE

- Screen monitoring API for partners and clients - done
- Improving content and sources/integrations APIs - in the pipe
- User APIs - facilitate data exchange between any platforms and PLAYipp - soon

Automation and AI

– onboarding and usage

Automation, AI – how can we help?

USERS AND CLIENTS

- **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.



AGENTIC AI

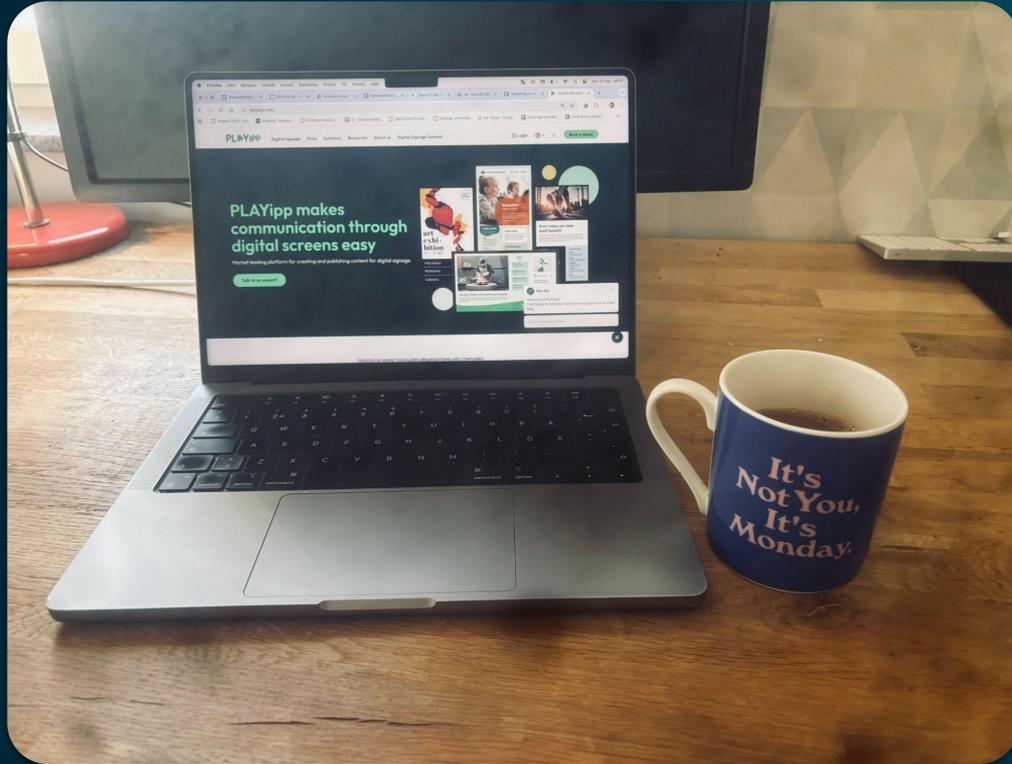
- AI solutions directly on the product platform

ONWARDS AND UPWARDS

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Seamless, no-touch platform access
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In onboarding and usage

7.32 AM this morning



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Maximized impact

– the value we bring to customers

Maximized impact – value

- Maximize sales
- Increase productivity
- Minimize wayfinding resources
- Push down workplace accidents
- Decrease talent turnover
- Increase patient safety



CASE STUDIES

See how CGI strengthens internal communication and engages the whole organisation

With digital screens now present at nearly 20 offices across Sweden, CGI has created a smart and modern way to keep over 3000 employees informed and engaged. By combining centrally controlled content with local updates, they've built a flexible setup...



CASE STUDIES

Increased On-Site Productivity After DB Schenker's Implementation of Digital Screens

DB Schenker's implementation of digital screens in the logistics industry has enhanced how they share information and manage workflows. Daily tasks are now smoother, and the head office has established a unified strategy for sharing information.



CASE STUDIES

The Church of Sweden enhances visitor interaction with digital screens

Digital screens have significantly improved the congregation's ability to communicate with its members. The church has noticed a marked increase in interaction from visitors, who now engage with the content more interactively.



CASE STUDIES

Securitas Norway achieves higher employee engagement with digital screens

Securitas Norway sought a dynamic, user-friendly communication solution capable of easily sharing information with all employees, regardless of their location.



CASE STUDIES

Bringing goals to life and building culture with PLAYipp at Visma Amili

At Visma Amili, digital screens have become more than just a communication tool – they're a way to bring strategy, goals and company culture into everyday life. By using PLAYipp across their offices, they've created a workplace where everyone is...



CASE STUDIES

Avanza brings internal communication to life with PLAYipp

Avanza has elevated its internal communication and strengthened company culture using digital screens from PLAYipp. The screens are seen daily by at least 450 employees, spreading information, creating a sense of unity, and making the office feel more vibrant.



CASE STUDIES

How Lantmännen successfully reaches employees and customers using PLAYipp

How do you ensure effective internal communication in a large organization with employees spread across factories, offices, and stores in multiple countries, many of whom lack daily access to the intranet?



CASE STUDIES

Sophiahemmet utilizes digital information screens to enhance patient safety.

It's now even safer for patients to visit Sophiahemmet. The newly renovated entrance in the O-building has been adapted to ensure good hygiene and safe patient flows. "The layout and choice of materials have been made with the aim of..."