

## Press Release

With the opening of a first office in Munich, Cenareo reaffirms its global ambition in the field of digital signage

**Created in 2012, the innovative company Cenareo has taken on the challenge of giving broadcasters control over their digital signage, by eliminating all technical obstacles. The objective? Making screens installed in points of sale, within companies or outside them real tools of communication, information and promotion. Its all-in-one solution is based on an intelligent SaaS platform for creating, managing and delivering content, connected to screen parks. In hyper-growth since its creation, Cenareo opened its first office outside France in Munich in early October. With its unique technology and position in a growing market, it now has all the resources it needs to achieve its ambition: to become the European leader in digital signage in SaaS mode.**

### **Cenareo sets out to conquer Europe**

Experiencing a growth of 200% yearly ever since its creation, Cenareo was selected by the "French Tech" State Program. This innovative public policy launched by the French Government in 2013, was designed to solve the specific hurdles encountered by French champion startups entering the huge challenge of hyper growth, by accompanying and supporting them in their rocketing business development.

Also, resolutely turned towards innovation, it constantly enriches its solution to make it ever more essential and in line with the needs of its customers. Creative, audacious and inventive, Cenareo supports its clients in the management of more than 8,000 screens in 32 countries and employs 30 people. Its solution has already convinced many companies, from retailers to advertising agencies, as well as the communication departments of large companies and institutions. Key players such as Shell, Phenix Group, Mama Shelter, Airbus Biz Lab, Lagardère Travel Retail and EDF trust it to manage their screen fleet.

During its last fundraising campaign, in January, for an amount of €2.5 million, Cenareo welcomed CapHorn Invest, a Venture Capitalist firm specialising in the financing of European RetailTech, into its capital. This entry gave it the necessary impetus to accelerate its international development with the opening, at the beginning of October, of its very first office in Munich, with Michael Bailly at its side.

**Michael Bailly, Head of Global Business Development**

Michael Bailly is a veteran of the International Signage industry - after 13 Years spent at NEC Europe (Munich) where he was in charge of Eastern Europe, CIS, Middle East and Africa in a Product Marketing Management Responsibility, he joined Samsung's 'European Display Organization' in Chertsey/UK where he took a European Business Development Management Role for SAMSUNG's Airport and Automotive Business. Eventually, he accepted a European Director responsibility at Sharp Electronics in 2014 (London), to drive the European Marketing of its Display branch. During that time he recruited Cenareo as partner in its solution eco system, after he identified the disruptively simple nature of its value proposition. Impressed with Cenareo's performance and growth, Michael finally decided to join forces with David Keribin in taking this exceptionally dynamic company to a global level. The first milestone of this new international expansion is the creation of a Cenareo office in Munich, in order to kick start Cenareo's international expansion across Europe.

**“No more black screens”**

Managing a fleet of multiple screens can be particularly complex, costly and time-consuming, often preventing organizations from taking full advantage of their potential. Thus, despite the enthusiasm for these devices, it is not uncommon to find oneself faced with black screens.

Cenareo was born from this observation and became the publisher of the eponymous solution. Its strength? To have made a powerful technology invisible so that the user only sees a very intuitive, easy-to-use and collaborative platform. Its promise? No more black screens! Its leitmotiv? Simplicity.

Thus, its solution is:

- - Easy to install, anywhere in the world, thanks to a small Plug & Play player, which connects any screen in less than 30 seconds to its CMS (Content Management System) platform.
- - Easy to control remotely from a computer, smartphone or tablet, regardless of the size of the display fleet to manage.
- - Easy to program, while offering great flexibility (automatic or manual programming, continuous or by time slot, according to predefined criteria, screen by screen or shared...).

Once the players are installed, it only takes a few seconds to make this device operational and transform the screens into relevant communication media. As for content, it can be aggregated from a computer or via the Internet, created from high quality models, connected to external, interactive services... Almost anything is possible!

**About Cenareo**

Created in 2012 by 4 engineers, Cenareo is an innovative company, which develops an intuitive and collaborative solution for managing digital signage in SaaS mode. Co-constructed with its customers, its offer guarantees a perfect match between their needs and the services provided. In hyper growth since its creation, Cenareo has posted triple-digit growth for 30 employees and has just opened its first office outside France in Munich. To date, more than 8,000 screens are managed via its platform in 32 countries for companies such as Shell, Phenix Group, Mama Shelter, Airbus Biz Lab, Lagardère Travel Retail and EDF.

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