

Navori Labs Acquires Innes' PlugnCast Dynamic Display Software Business

"The strategic acquisition will accelerate Navori Labs' business development in France, and introduce Innes' digital signage software and hardware innovations to a global customer base".

LAUSANNE, SWITZERLAND, September 7, 2021 – Navori Labs, a global leader in dynamic display and analytics based on AI and computer vision, has acquired the PlugnCast software business of Innes, the leading French company for dynamic display solutions in corporate and government communications. The acquisition will strengthen Navori Labs' business development in France, and allow Navori Labs to market and sell Innes' dynamic display solutions globally.

Innes will retain control of its hardware business, including a range of media players and meeting room signage solutions, though Navori Labs and Innes have established a strategic alliance to promote Innes' hardware solutions internationally. As part of this agreement, Innes will retain its established network of distributors and resellers, which will work in partnership with a Navori Labs team based in France.

Founded in 2005, Innes' dynamic display solutions combine hardware and software, with 29,000 screens installed in France and Germany. Beginning at the end of 2021, Navori Labs will offer a new range of dynamic display solutions designed for the global mass market that leverage Innes' PlugnCast software.

The latest version of Navori Labs' QL Express software will integrate all PlugnCast functionalities. The combined solution will be available in the form of cloud subscriptions, hosted in France, and perpetual licenses self-hosted by the user.

PlugnCast software users will be able to remotely upgrade their Innes player with Navori QL software, by following a simplified procedure. Users who migrate will benefit from globally recognized software that is compatible with Samsung, LG, and Philips screens with integrated media players. When used with Innes media players, users can easily control content dissemination from a smartphone while offering the most accessible content creation solution on the market.

PlugnCast resellers and users will benefit from an extended range of solutions, including in particular Navori Labs' Aquaji software, an analytics solution based on AI and computer vision. Aquaji, launched in February, improves business performance and profitability for corporate, government and retail businesses, while also optimizing screen-based advertising strategies across digital out-of-home (DOOH) networks.

"We at Navori Labs were impressed by the quality and reliability of Innes' hardware upon evaluation," said Jerome Moeri, Chairman, CEO and Founder of Navori Labs. "The two companies will collaborate on the development of innovative solutions and their international promotion through the network of offices Navori Labs has established for in Europe, America and Asia over the past ten years. Innes'

transition of its PlugnCast software to Navori Labs will take 12 months. This acquisition will give us the opportunity to share our respective expertise in hardware and software, and bring enhanced benefits to our clients.”

Franck Dupin, President of Innes, said:

“We will be able to concentrate on the development of our hardware business while ensuring continuity of support and maintenance of PlugnCast software for our clients, as well as support for the transition to Navori QL,” said Franck Dupin, president of Innes. “Innes will continue to enrich its media players with new functionalities, and we will offer a wide range of innovative digital signage products in France and abroad.”

About Navori Labs

Navori Labs is the world leader in business digital display software, with nearly 25 years’ experience, thousands of clients and hundreds of thousands of players worldwide. Well-known for its expertise and innovative technologies, Navori enables large-scale deployment of intelligent dynamic display and traffic analysis solutions based on computer vision.

Navori Labs supports business by optimizing customer experience and facilitating and accelerating decision-making.

About Innes

Innes is a software publisher and constructor of audiovisual equipment. It has rolled out over 29,000 players.

Innes has been working for over 15 years in the fields of dynamic display for corporate communications, display of advertisements at sales points and digital signage for buildings (meeting room reservations, directions etc.)

Over 30% of the business is dedicated to R&D, enabling the company to offer products and services which are ever more innovative, reliable, secure and functional. Innes equipment is designed and produced in France.

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