



## **PRESS RELEASE**

### **VITEC Announces Strategic Partnership with Bluefin, Launches New Line of Integrated Displays for Digital Signage Applications**

**Paris, France and Atlanta, Georgia – 2 February 2026** – VITEC, a global leader in IPTV, video streaming and digital signage solutions, and Bluefin, a leading manufacturer of commercial-grade digital displays, today announced a strategic partnership that will see VITEC's proven Avedia Platform IPTV and Digital Signage technology seamlessly integrated into Bluefin's purpose-built displays. VITEC's X-View integrated displays are designed to simplify and enhance corporate communications and meeting room signage.

"We are excited to partner with Bluefin to create a new offering for our global customer base," said Eli Garten, SVP Global IPTV & Partner Solutions. "VITEC's cutting-edge IPTV and Digital Signage Platforms are managing hundreds of thousands of displays worldwide. With this partnership, VITEC can offer more ways to deploy our solutions for new use cases in effective and deployment-friendly ways."

Together, Bluefin and VITEC look to create strong connected video experiences through a reliable simplified product line. said Frank Pisano, CEO of Bluefin. We see this partnership opening meaningful opportunities globally as customers look for more integrated, scalable solutions. By integrating the VITEC platform into our commercial grade screens, powered by PoE, we are able to offer a trusted IPTV solution that is user-friendly and deployable at scale.

The first product in the X-View range, the XV15, combines purpose-built display hardware with full compatibility with VITEC's Avedia platform, delivering a commercial-grade, reliable and centrally managed signage solution for meeting rooms, public areas and workplace communications without the complexity of separate external players and power supplies.

"Corporate environments demand signage that is informative, dependable and easy to manage at scale," says Richard Bernard, Director of Product Management at VITEC. "With X-View, we have paired our trusted Avedia endpoint technology with display hardware to form a single, integrated solution. This enables businesses to deploy meeting room and corporate signage quickly, and ensure consistent messaging across their workplace."

The X-View range consists of integrated displays powered by VITEC's endpoint technology, effectively embedding an Avedia media player directly inside the screen. Fully integrated with, and managed through, the Avedia platform, the displays offer

the same control, monitoring and reliability customers expect from VITEC's platform-controlled endpoints, supporting long-term, always-on operation in corporate environments.

VITEC is launching the first two display sizes at ISE. The compact 11.6-inch model is ideal for installation outside meeting rooms, and a larger 21.5-inch display suited for broader corporate communications. Typical use cases include meeting room status displays, welcome signage, corporate announcements, event information and live data feeds.

X-View is optimized for non-interactive signage applications, ensuring focus remains on clear, glanceable information. Integration with Office 365 enables real-time meeting room availability and scheduling information to be displayed, supporting efficient room use and improving the visitor and employee experience. As part of the Avedia platform, the ArtioCreate application enables users to easily create and display customized meeting room signage for engaging and informative content.

Installation is simplified through Power-over-Ethernet (PoE), removing the need for a separate power cable and helping create cost-effective, more discreet installations. The displays also support video playback for dynamic content delivery.

Visitors to ISE 2026 are invited to see the new X-View integrated displays in action on the VITEC stand #5C300 and learn more about how the solution fits into the wider Avedia ecosystem.

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## **About VITEC**

VITEC is a leading, worldwide end-to-end video streaming solutions provider for broadcast, military and government, corporate, sports and entertainment venues. Combining broadcasting with live streaming capabilities, VITEC's H.265 (HEVC) and H.264 offering is the most extensive in the market with encoding and decoding appliances, IPTV solutions for desktops and mobile devices, and PCI cards with SDK for integration projects. VITEC's intuitive digital video solutions can be tailored to each customer's unique market needs, delivering easy-to-use technology that ensures high-quality, low-latency HD video, capturing live and recorded events for seamless distribution in a multitude of formats anytime, anywhere, to any device.

Since 1988, VITEC has been a pioneer in the design and manufacture of hardware and software for video encoding, decoding, transcoding, recording, conversion, archiving, and streaming over IP. In keeping with the company's tradition of innovation, VITEC is the first

company to bring bandwidth-efficient HEVC compression technology into the field with portable streaming appliances.

### **About Bluefin International**

Bluefin International is a global manufacturer of commercial-grade digital display hardware for digital signage applications across retail, corporate, hospitality, and public-sector environments. With more than 15 years of experience, the company specializes in designing and manufacturing professional displays with embedded computing and networking options to support scalable, long-term deployments.

Headquartered in Atlanta, Georgia, with distribution centers in Atlanta and Amsterdam, Bluefin serves customers across North America, Europe, and other international markets. Its display portfolio ranges from 10" to 86" and supports leading commercial operating systems, including BrightSign, Intel-powered platforms, and Android. Bluefin solutions are available as ready-to-ship products or fast-turn custom builds, enabling partners to deploy reliable displays tailored to their environments and brand requirements.

For more information, visit [www.thebluefin.com](http://www.thebluefin.com).