Castmill digital signage player released for Samsung Smart TV

Lund, Sweden, July 25, 2013— OptimalBits (www.optimalbits.com) announced today the release of their HTML5 digital signage software player, Castmill (www.castmill.com/player/samsung), for Samsung's Smart TVs.

With the current evolution of Smart TVs, both in terms of quality and pricing, they have become a very competitive hardware for digital signage purposes. With Castmill software now available for Samsung Smart TVs, OptimalBits wants to revolutionize the player market by offering the most cost efficient and easy to install solution available today.

"*We believe that digital signage should be inexpensive and accessible to any small business. If for example a restaurant or barber shop owner wants to install an infotainment network, all they need is a Samsung Smart TV and the Castmill Player app. No additional hardware is necessary and the total cost is just a fraction of more expensive traditional digital signage solutions*", explains Aron Kornhall, Head of Development of OptimalBits.

The new Castmill player for Samsung's Smart TVs is an App based on the same code as the original HTML5 based player and therefore it includes the same features such as streaming of images, videos and PowerPoints playlist creation and programming of playlists into calendars. The app is totally free and can be installed via Samsung's US App store.

"*This new release is an important milestone in our vision of simplifying the distribution of multimedia to digital screens, as well as providing a new cost-effective and easy to use advertisement channel for small and medium sized business*", explains Manuel Astudillo, CEO of OptimalBits.

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For more information about Castmill, visit www.castmill.com,
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About OptimalBits
OptimalBits is a Swedish software company founded in 2011 specializing in building highly scalable web based
solutions for managing and streaming of digital media. For more information visit www.optimalbits.com