ScreenDirect: A Business-to-Business Solution for Direct Digital Content across Screens

Shodogg

NEW YORK -- Shodogg [1], a media technology company focused on connecting mobile devices to any second web-enabled screen, has announced that it has been awarded a patent for its screen connectivity technology. The company also announced the release of its business-to-business solution, ScreenDirect.

“Screen connectivity is one of the biggest trends coming out of CES. With our patented technology, Shodogg is the only company offering a truly agnostic screen connecting solution,” said Herb Mitschele, CEO of Shodogg. “The industry has been searching for a seamless solution that transcends brand, platform and device and our technology delivers on that vision. This is a significant development for a marketplace that has been limited by proprietary and closed ecosystems.”

With the release of ScreenDirect, Shodogg brings dual-screen functionality to businesses. “Unlike a single household that may use one brand for all their connected devices, businesses must operate on a completely different scale,” said David Strober, Shodogg’s chief technology officer. “With ScreenDirect, businesses can now share content with any device or screen their customers or employees encounter around the world.”

Shodogg is currently working with strategic partners to license ScreenDirect in commercial applications. Several industries including hospitality, healthcare, enterprise sales, federal and civilian agencies have already started incorporating the ScreenDirect technology into their businesses.

Quadriga, one of the hospitality industry’s largest global integrators of in-room entertainment systems and network applications, is using ScreenDirect to help hotel guests connect their personal devices to any other screen when visiting participating hotels. Quadriga’s new Personal Media Network™ service, which integrates ScreenDirect, was recently awarded the prestigious Equip’Innov Award for the most innovative product in the technology category at this year’s Equip’ Hotel Industry Conference and Exhibition in Paris.

As an Internet-based technology, ScreenDirect does not require any additional hardware beyond a web-enabled screen. ScreenDirect provides clients with tailored solutions that easily integrate into existing content management systems. The technology is highly secure and scalable for managing digital content across devices and screens. ScreenDirect alleviates security concerns because the files are never downloaded, exchanged or left behind on the receiving screen. And unlike other competitive solutions, ScreenDirect is not restricted by LAN or DLNA making it completely portable and operable outside the home.

Since launching the company in 2011, Shodogg has raised $2.8 million in seed funding, including a recent investment by RSL Venture Partners L.P., an early stage investment fund run by former Omnimedia CFO Kelli Turner and backed by Ronald S. Lauder. The company also maintains an impressive team of advisors including Emmy Award-winning producer/creator/actor Seth Green, Joe Uva, former president and CEO of Univision, and Joe Titlebaum, former general counsel of XM Radio. The company anticipates a Series A raise in the second half of 2013.

For more information visit www.shodogg.com [1].

Source URL (retrieved on *12/13/2013 - 2:04pm*):
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[1] http://www.shodogg.com