



Press release

## CITYMEO BECOMES CENAREO

Paris, 21st January 2019 – **CityMeo, the innovative company developing a new intuitive and collaborative SaaS mode digital signage management solution, has just announced it is changing its name to Cenareo. The company, which has experienced hypergrowth since it was created, now employs 32 workers, and will use the ISE trade fair, running from 5th to 8th February 2019, as an opportunity to unveil its new identity.**

**The aim? To declare its values and aspirations, and to mark a change in its outward reach by reworking its identity, choosing a new name and new graphical charter.**

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*“CityMeo, originally created in 2012, has always been a nice start-up company. But today, our reach and our ambitions are on a totally new scale! The vision at the start was to simplify display screen management, but today we are building on that simplicity to enable managers and brands to imagine and create experiences with a much greater impact for their audience. We already have 8000 screens operating in 32 countries and an office in Germany, and our ambition is to become a world leader.”*

David Keribin, CEO, Cenareo

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### **A strategic change of name for a company staking its position**

After 6 years in business, CityMeo’s identity, name and graphic charter had fallen out of tune with the changes taking place in the company; the Cenareo name is intended to refocus the corporate image on the creation of experiences. With this change, Cenareo is reaffirming its values, its vision, its expertise, and its resolutely “user-centric” approach.

Cenareo represents robust, powerful technology, constantly evolving, with a management interface that offers brands infinite potential for screen-based communication.

### **What does Cenareo mean?**

*“We decided to play around with the name Cenareo (pronounced “Scenario”), a reference to how we can set the scene in support of our aims: to declare our international development and play the role of an actor “bringing our clients’ stories to life”. We help communicators orchestrate their content, create their own outreach scenarios, bring a touch of theatre to sales points and enable interactive experiences,”* explains Valérie Besnard, Cenareo’s Director of Communications.

The essence of the company remains the same: to empower communicators, enabling them to be the masters of their own strategy, backing them up with a powerful, ergonomic and invisible technology.

This new name highlights the company’s technical expertise, its creativity, but also the know-how of its clients who specialise in communication and marketing.

### **A collaborative project**

To bring about this renaissance, the company called on the expertise of Romain Passelade, founder of the Petites Tables venture, and now a consultant with the London-based Gunter Piekarski agency.

The brief:

- To bear witness to the maturity of the company
- To support the company's international development
- To showcase the potential of display technology
- To have a logo which lives and evolves, not set in stone

*"Brands have a story to tell, a world to share. With its technology and its ultra-simple user interface, Cenareo brings its clients' stories to life,"* explains Romain Passelade.

*"Because we wanted to create a responsive logo which can change according to the medium and the story that needs to be told, we came up with a logo represented by different screens with interchangeable colours. The logo can be used as a single piece, in an exploded form, or even enhanced by video."* he adds.

### **Cenareo to attend ISE (Integrated System Europe)**

ISE is the biggest trade fair in the world for audiovisual technologies and integrated systems, and will run from 5th to 8th February 2019 in Amsterdam. It is here that Cenareo will unveil its new identity on the Sharp stand. Indeed, the solution developed by Cenareo is compatible with Sharp's new screens being displayed on that stand. This partnership is evidence of Sharp and Cenareo's desire to build a strong relationship going forward.

This key audiovisual event will also be the setting for Cenareo's presentation of its latest innovations in facial recognition (real-time adjustment of content according to demographic criteria such as age or gender), retail-focused interactive applications (instant-launch uses via Internet-connected buttons, mobile phones or tablets in particular).

With these innovations, Cenareo is inviting brands to integrate the technology into their sales points, to bring the digital and physical worlds together, and bring them closer to their audiences.

### **About Cenareo**

Created in 2012 by 4 engineers, Cenareo is an innovative company which develops content management solutions for digital signage. The open, intuitive, and resolutely *user-centric* technology is designed to enable screen estate managers to roll out the most inventive communication strategies as easily as possible.

Experiencing hypergrowth since it was created, Cenareo has seen 3-figure growth, now with 32 employees, and in 2018 it opened its first office outside France in Munich. Today, more than 8000 screens are being managed via its platform in 32 countries for companies such as Smartmedia, Shell, Phenix Groupe, Mama Shelter, Spie, Lagardère Travel Retail and EDF.

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