



PRESS RELEASE
SHARINGCLOUD

4Kast Player: Transforms your spaces to step into the hybrid work era

Boulogne-Billancourt May 09, 2022

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From Digital Signage to Hybrid Signage

SharingCloud launches the 4Kast Player, a new product designed in partnership with Pulse Origin, which is about to rock the employee experience.

The 4Kast Player offers a seamless in and out room experience and allows companies to optimise the use of screens with digital signage solutions. This new SharingCloud solution allows employees to stream interactive multimedia content to all available screens in the

office, to expand the potential of spaces by allowing conversion of a digital signage space into a collaboration space at any time. The 4Kast Player offers an innovative feature: wireless projection on any screen, compatible with any equipment (PC, Mac, smartphone, tablet).

With this new solution you can create pop-up collaborative spaces with your existing screens, without the need for any work. 4Kast Player helps companies increase their pop-up workspaces in the context of hybrid work to optimise profitability and usage of spaces, especially in off-peak hours.

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Antoine Plantier - Co-founder and CEO of SharingCloud

“The 4Kast Player actively contributes to the workspace’s hybridization. It brings universal wireless projection from any PC, Mac, Android or IOS phone in meeting rooms. The 4Kast Player permits to display the current or the upcoming meeting information to come not only on the room screen but also on the screens in convivial spaces. Thus, any informal space can be transformed into a meeting space. In addition to digital signage throughout the day, the 4Kast Player enables a new experience allowing anyone to take control of the screen and use it as a projection screen, a collaboration screen to animate a meeting directly from his PC without any other manipulation than starting a wireless projection.”

Benoit Giroud, CEO Pulse Origin

« As a wireless technology and embedded software specialist, we were very happy to share our skills and experience with SharingCloud to develop the 4Kast Player. This device is totally integrated in the new multipurpose spaces transformation with hybrid collaboration. A first step towards universal and intuitive Smart Office.”



About SharingCloud

SharingCloud is a French software editor – a Smart Office expert. Its Instant Suite comprehensive platform was designed to efficiently digitalize the modern office buildings workspace, simplify users' journeys, and perfectly manage the Flex Office.

Leader in the European market, SharingCloud enables the new ways of working: remote working, hot desking, as well as square meters optimization, real estate and ecological impact reduction through powerful analytics capabilities.

Key data

Creation: 2010

Clients: BNP Paribas, Natixis, Total, Thales, PWC, Kering

Staff: 84 personnes

Sites: Boulogne-Billancourt, Nantes

Partners: Crestron, SES Imagotag, Sodexo, GSuite, Microsoft, Orange, Surfya, Tevolys, Ellz and beyond, Pulse Origin, Dell, Logitech

Web site: sharingcloud.com

