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Odysii uses \$15M to light up digital signs in the U.S.

By CAMILLE RICKETTS, **VentureBeat**
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[Odysii](#), developer of software that can distribute content to thousands of digital signs at the same time, will apply a new [\\$15 million to fund expansion](#) to the U.S. The Israeli company, previously called TVeez, has mostly kept its sights on Europe and South America until now.

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In fact, it has already kicked off its roll out to the U.S. with the establishment of a headquarters in New York and the hiring of Jeff Gattis, director of project management for Microsoft's Surface product, to run operations.

Digital signs (TV screens that typically loop various messages), have become commonplace in chains: hotels, retail stores, banks, etc. Odysii's goal is to equip these companies with technology to not only deliver content to screens across many branches in real-time, but also to instantaneously update and customize what's shown to a particular customer or location. For example, a screen at a hotel registration desk could advertise a special rate to a

visitor with frequent flyer miles. The four-year-old company counts McDonald's, Blockbuster, Sheraton Hotels & Resorts and HSBC among its clients in 25 countries.

Last year, the digital signage business was predicted to reach close to \$2 billion, and keep growing fast, [reports TVB](#). Small companies like [Gas Station TV](#), and even biggies like CBS and NBC are experimenting with delivering content to screens in super markets, convenience stores and the like. Other digital signage players, like [Artisan Complete](#), are working on innovative ways to measure audience impressions. Still, Odysii offers a unique spin on the concept that should allow for further growth before a similar company can catch up.

[Benchmark Capital](#) and [Giza Ventures](#) provided the financing round, the company's first, which closed in May.