

Barco Sells X2O Media to Stratacache

Written by Frederick Douglas
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Stratacache buys Montréal-based X2O Media from Barco, with plans to provide X2O with an enhanced focus and new growth opportunities. The financial details of the deal are not available.



“The decision to divest X2O Media comes after a careful evaluation of its profitability and growth opportunities,” Barco says. “As digital signage is no longer a strategic focus for Barco, we are convinced that selling X2O to a major player like Stratacache will provide the company with the focus and contacts it needs to reach the next level of scale and success.”

Barco acquired X2O back in 2014, when it became part of the Barco Enterprise division working on meeting and control room solutions. Over the years X2O secured a number of top tier customers, including John Deere, Verizon, FoxNews and Accenture. X2O should continue managing all current customer agreements to ensure continued support and service.

“With the acquisition of X2O Media, we will expand our portfolio with a complete solution for dynamic content display based on real-time data, plus great new tools in the E-Learning and Broadcast Markets,” Stratacache adds. “The X2O software platform versatility, and its capability to address any display-- be it fixed or mobile-- will prove to be an important asset. This complementary technology will help us to further build on our core competences in the ever expanding digital display and data visualisation marketplace.”

Post-sale X2O will continue operating from Montréal, Canada. The deal is expected to close in the coming weeks following customary closing conditions.

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