

# Lemma offers free CMS to DOOH screen owners globally, converting screens to self-sustaining assets at zero cost

*The announcement comes at a time when many DOOH players are struggling with the expense of screens/networks maintenance & added software cost.*

MAHARASHTRA, INDIA, October 21, 2021 /EINPresswire.com/ -- Lemma one of the largest and fastest growing digital out of home network, today announced free CMS (Content Management system) to DOOH screen owners globally. Although the solution has always been offered for free, an official announcement is being issued to aid those media owners who are still using other paid CMS solutions.



The graphic features the text "Advanced CMS" in a bold, dark blue font, with the subtitle "Empowering DOOH Screen Owners With Programmatic Capabilities" below it. To the right is a central illustration of a laptop displaying "CMS" with two interlocking gears (one blue, one orange) on the screen. Surrounding the laptop are several circular icons: a play button, a gear, a database cylinder, a code symbol, and a cloud. The background is a light blue grid of circuit lines. The LEMMA logo is in the top right corner, and "Content Management System" is written at the bottom.

Free CMS by Lemma with inbuilt programmatic capabilities that empowers screen owners to convert screens into revenue generating assets

In the wake of the pandemic Lemma aims to connect DOOH screens to mainstream digital by extending a standard programmatic compatible CMS platform at no cost, invariably converting DOOH screens to self-sustaining systems, generating profits through inventory monetization. In other words, converting cost centers into profit centers.

Being an ISO certified CMS, it provides a multi-layered protection against illegal access, follows strict access control and global digital advertisement standards & is interoperable with global programmatic demand platforms. Additionally, Lemma CMS offers white label & customized solutions like logo & brand name inclusion on the CMS, giving publishers the liberty to present it as their own while offering infrastructural flexibility to scale one's business & generate revenue independently or trade their media openly through Lemma programmatic platform.□

A feature rich CMS, built to handle remote content distribution across a single screen or a network of screens with advanced content review mechanism in place, it permits owners to both curate & negate content they find unsuitable for rendering, using either the web portal or the mobile application. The CMS has built-in cutting-edge content management features, like

scheduling different content for different screens, live data triggered content rendering like scores, weather, stock market updates, etc. splitting the screen into sections to run various content simultaneously & providing detailed real time report for each screen for owners to analyze.

Gulab Patil, Founder and CEO Lemma, said, "As stakeholders of the OOH ecosystem we've always been of the opinion to empower screen owners with the very basic to start monetization of their screens and convert them to revenue generators. A step ahead in this direction during these trying times, we've decided to make a formal announcement to ensure the message reaches to all screen owners who probably are still paying additional software cost which can be easily avoided."

In addition to being compatible with all hardware and operating systems, the CMS also takes care of the underlying requirements like maintenance, upgrades & more.

A point to note, even with Lemma CMS installed the screen owners will continue to retain a 100% control of the screen, its content and all other factors that are important to them, whether they chose to monetize it or not. Lemma aims to continually enhance DOOH screens providing latest technology & regular system updates through a single click system, much like how apps are installed & updated on mobile devices today.

Lemma

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