

Delivering state-of-the-art ad formats via digital signage and kiosks

CUSTOMER



AdQue Digital Display Systems is a company developing complex software solutions for digital signage and interactive kiosks to deliver up-to-date information and targeted sales messages at the points of the customer service.

 adque.com

ORGANIZATION SIZE

10+ employees

COUNTRY

USA

INDUSTRY

Digital signage solutions

PRODUCT USED

DotNetBrowser

Challenge

AdQue® informational and advertising solutions for digital signage are used in multiple banking institutions and credit unions to deliver timely and relevant information and offerings to their clients. Their touch-screen kiosks serve to automatize and streamline customer interactions at service points.

Being in the digital signage market since 1998, the company has come a long way from developing software to display information and ads as static imagery to working with Flash® content for more dynamic engagement. However, content formats evolved rapidly, and soon the company's classical Windows Forms-based applications, using Internet Explorer as a rendering engine, started falling short of processing modern HTML-based visuals.

In order to continue providing top-notch advertising and communication solutions in the highly competitive digital signage market, AdQue kept looking for ways to modernize its software.

Solution

One of the obvious first steps was transitioning from the unmaintained Internet Explorer to a more up-to-date Chromium™-based component as the content delivery engine. The team spent some time experimenting with the Chromium Embedded Framework, yet it required significant investment of time and resources to develop and set up numerous required features from scratch. A crucial example of this was the ability to natively play videos in MP4, which was becoming one of the primary video content formats.

When the AdQue development team discovered DotNetBrowser, the library impressed them with the extensive number of well-developed out-of-the-box features that covered the majority of the team's needs. The component's extensive documentation and code examples have made transition easy and swift, according to AdQue's lead developers.



Results

Upon integrating DotNetBrowser into its applications, the company has gradually shifted from outdated content formats to flexible and multi-functional HTML. Content can now be easily created and edited via the web platform, and then displayed using DotNetBrowser on multiple client screens and POS terminals with Windows-based desktop applications running on AdQue’s hardware.

The constantly updated Chromium-based browser component with the ongoing support by its engineers has allowed AdQue to noticeably cut the effort for content rendering and focus on further developing their product offering.

Innovative ad solutions, enabled by new content formats, allowed AdQue to stand out among the intense competition and maintain lasting relationships with their client base.



sales@teamdev.com
teamdev.com/dotnetbrowser

PORTUGAL

+351 91 386 40 20
Avenida Marginal, Edifício Parque Oceano, 4º,
Santo Amaro de Oeiras, 2780-332 Oeiras

ESTONIA

+372 52 72-903
Narva mnt. 7, 5 fl., r.559,
10117 Tallinn

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