



Creative Realities, Inc. Debuts Summer '22 Release, Featuring Creator X

August 9, 2022

New content creation tool now available within the ReflectView digital signage platform

LOUISVILLE, Ky., Aug. 09, 2022 (GLOBE NEWSWIRE) -- Digital signage leader [Creative Realities](#), Inc. ('CRI', NASDAQ: CREX, CREXW) announced today the rollout of Creator X, a new tool within the ReflectView digital signage software suite that allows users to design content directly within the platform.

The new feature can be accessed in [Reflect Xperience](#), an optimized way to create and manage content all within the existing digital signage platform. Creator X allows for seamless content layout creation and design tools that can be launched from anywhere in the world – without the need for tech-proficient third-party creative teams. The tool boasts an easy-to-use designer platform with basic features such as text and image editing, video components, template creation and dimension customizations.

"Creator X is our direct answer to today's all-too-common pain point of shrinking teams, budgets and expanding workloads," said Jason Donnini, Director of Product Management at Creative Realities. "We intend this tool to be a simple way for our clients and partner collaborators to create polished, professional content quickly and proficiently. Moreover, it requires no additional burden or budget – granting a new self-reliance and content creation options that may have been previously outsourced or non-existent."

Creator X is available to all Reflect Xperience customers, with no additional steps to gain access, further increasing value of the platform without increasing costs. Creative Realities teams will be conducting trainings for existing customers, but with the tool's intuitive aspects and seamless integration, users will find the features and workflow familiar.

"We believe there is power in simplicity, and this tool – while simple in practice – brings critical value when teams are sorely needing high-quality content at a fraction of the price and time," said Rick Mills, CEO at Creative Realities. "Creator X has been just the latest innovation from the brilliant minds on our in-house software development team, and we're thrilled to continue driving this kind of innovation."

About Creative Realities, Inc.

[Creative Realities](#) helps clients use the latest omnichannel technologies to inspire better customer experiences. CRI designs, develops, and deploys consumer experiences for high-end enterprise-level networks, and is actively providing recurring SaaS and support services across diverse vertical markets, including but not limited to automotive, advertising networks, apparel & accessories, convenience stores, food service/QSR, gaming, theater, and stadium venues. The company has operations across North America with active installations in more than 10 countries.

Cautionary Note on Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995, and includes, among other things, discussions of our business strategies, product releases, future operations and capital resources. Words such as "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. Forward-looking statements are not guarantees of future performance, conditions or results. They are based on the opinions, estimates and beliefs of management as of the date such statements are made, and they are subject to known and unknown risks, uncertainties, assumptions and other factors, many of which are outside of our control, that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking statements. Some of these risks are discussed in the "Risk Factors" section contained in Item 1A of our Annual Report on Form 10-K for the year ended December 31, 2021 and the Company's subsequent filings with the U.S. Securities and Exchange Commission. Important factors, among others, that may affect actual results or outcomes include: our ability to effectively integrate Reflect's business operations, our strategy for customer retention, growth, product development, market position, financial results and reserves, our ability to execute on our business plan, our ability to retain key personnel, potential litigation, supply chain shortages, and general economic and market conditions impacting demand for our products and services, including those as a result of the COVID-19 pandemic. Readers should not place undue reliance upon any forward-looking statements. We assume no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

Contacts

Media Inquiries

Christina Davies
cdavies@ideagrove.com

Investor Relations

ir@cri.com