

# Pioneering Innovation with Blue and Red BV

In 2013, Ricardo de Vries founded Blue and Red with a vision to revolutionize the digital signage industry. With a commitment to innovation and excellence, Ricardo de Vries led the company to develop the first HTML5 digital signage solution that could run natively on displays. This groundbreaking technology set a new standard in the industry, showcasing the company's ability to anticipate and meet market demands with cutting-edge solutions.

Blue and Red's journey of innovation continued in 2017 with the release of TEOS Manage. This powerful tool exemplified the company's dedication to providing comprehensive and efficient solutions for workspace management, solidifying their position as a leader in the field.

The company's excellence did not go unnoticed. In 2022, Blue and Red was honored with the prestigious AV Awards, a testament to their relentless pursuit of quality and innovation. This accolade highlighted the company's impact on the industry and its commitment to pushing the boundaries of what is possible in digital signage technology.

At the heart of Blue and Red's success is its super working team based in Leeuwarden. Ricardo de Vries has always emphasized the importance of a collaborative and dynamic work environment, recognizing that the company's achievements are a direct result of the team's dedication and creativity. The team's synergy and hard work have been pivotal in driving the company forward and achieving remarkable milestones. Reflecting on this journey, Ricardo feels immense pride in what Blue and Red has accomplished. The company's evolution from a groundbreaking start-up to an industry leader is a story of vision, innovation, and teamwork. For Ricardo de Vries, the greatest reward is not just the accolades but knowing that Blue and Red continues to set new standards and inspire the industry with its pioneering spirit.



**Ricardo de  
Vries**

Founder and CEO