SignStix Launches 'Player-less' Digital Signage

Written by Bob Snyder
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SignStix launches 'player-less' digital signage, a System-on-Chip (SoC) player module, enabling its software to be installed directly onto commercial display panels in partnership with manufacturers including **Toshiba, Phillips** and **Samsung**.

This SoC solution from SignStix integrates with selected Toshiba, Samsung and Phillips commercial displays without the need for an external digital signage player and cabling.

"The new SoC player is a massive leap forward," says Nick Fearnley, CEO and Founder of SignStix.

"Though our existing SignStix Android player enables best-in-class 4K playback and content delivery, the new panels entering the market have very capable processors built in. Having SignStix on the panel itself is like having Netflix on your TV at home - no additional kit, boxes or cables required and minimal setup - just switch on the panel and start delivering engaging content."

"As there is no software download, nor any servers required, we've now made global digital engagement as easy as using your smartphone-- and generally for a much smaller ongoing investment than most solutions you'll find on the market."

"We have a very exciting, feature-packed development roadmap in place and will be announcing additional content playback mechanisms in the coming months," Fearnley concludes.

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The SoC player module will be available towards the end of September 2016.

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