Retail & Hospitality

Easy, affordable & scalable digital engagement

SignStix® is an award-winning cloud-based digital signage platform, designed to drive customer engagement and enhance in-store experiences.

SignStix®

Go beyond traditional
digital signage software

Designed to break the boundaries of traditional signage solutions, SignStix® is a revolutionary platform that enables you to centrally manage your global digital estate from anywhere in the world.

All you need to get up and running is a SignStix® Player – a compact Android device that's smaller than a smartphone - and access to the cloud-based CMS, SignStix® Creator & Director.

We've worked with ...

SSS Sun&Sand Sports

Disney

Nestlé

T·J·maxx

Why global brands and leading retailers love SignStix®

Simple setup

No PCs, servers or software to download. Get up and running in minutes.

Signage creation is easy

SignStix® Creator offers familiar drag & drop functionality and an intuitive animation tool.

Minimal hardware

SignStix® Player is a tiny, solid-state Android device with only two cables.

4K resolution out-of-the-box

With the 4K SignStix® Player, you can enjoy 4K resolution as standard.

Bespoke to your requirements

SignStix® is an evolving platform that can be tailored entirely to your requirements.

Deploy content globally

Deploy different content across the globe in just one click with SignStix® Director.

SignStix Interactive

Create interactive and dynamic customer experiences with new interactive capability.

96% more energy efficient

SignStix® is more eco-friendly than any PC-based signage solution.

SignStix® solution overview

SignStix® Creator & Director

The cloud-based CMS comprises two parts; our award-winning signage creation and animation tool, Creator, and a signage management and deployment tool called Director.

Together, Creator and Director allow you to manage your entire global signage estate from any location.

SignStix® Player

Forget bulky hardware and complex wiring. The 4K SignStix® Player uses a compact Android stick that plugs directly into the back of your TV panel or desired device.

The Player features an Android-based OpenGL graphics engine for high performance animation, so you'll always benefit from impressive results on any display.

Integration

SignStix® can be easily integrated with third-party technologies to maximise customer engagement. The platform has previously been used with Qmatic call forwarding systems, iBeacon and POS systems.

Low-cost digital video walls from 4K, 8K and beyond

SignStix® Players are 4K output out-of-the-box

As the first platform to have pioneered the use of android technology to power video walls, SignStix® supports 4K Ultra High Definition (UHD) and beyond through pre-processed video slicing that independently fits content to each frame and is synchronised to provide real-time playback. This results in vastly lower-cost, lower-power usage and minimal complexity, making any video wall a viable, scalable option.

With SignStix®, cost and complexity is massively reduced and each screen is driven natively (that is, a 2×2 video wall truly becomes a 4K canvas with SignStix®).

- 4K output out-of-the-box
- Build any size or shape
- Create video playlists
- Integrate RSS feeds
- No plugins required
- Manage all content online

Build video walls of any size

Whilst 4K video walls have become all the rage, we're proud to be able to offer video walls of virtually any size. From 4K, 8K and even 16K video walls, SignStix® provides a fully scalable digital canvas for customer engagement.

Ultra high definition digital menu boards

Drive upsells, cross-sells and average purchase amounts at point of sale by displaying dynamic and relevant content to your customers with digital menu boards.

The ease of implementation means you can get up and running in minutes, with minimal disruption to your store or restaurant.

Automate menu content based on time of day

Automate your menu board content based on dayparts. Display a breakfast, lunch and dinner menu at different times of the day using the scheduling tool within SignStix® Director.

You can also deploy offers and incentives in real-time to encourage the sale of specific product.

Maximise workflow & minimise ongoing costs

With SignStix® content is easily editable, which is why you can enjoy improved operational efficiency.

Deploy different pricing to different locations

Manage and communicate different prices, offers or incentives in different locations such as inner city restaurants and service stations.

The Data Object tool in SignStix® Director allows you to pull pricing data from external sources, allowing you to easily update and manage individual items on the menu.

Interactive digital signage
& Customer engagement

Dynamically share customised information

Customise your entire customer experience with SignStix®'s interactive tool. Designed to drive customer engagement, you can quickly create and deploy quality interactive applications without the need to write code.

Influence the customer-buying experience with immersive technology

SignStix® interactive is designed for anyone to build interactive applications:

- Combine online content with the physical experience using an 'endless aisle' product catalogue.
- Customise and your content using SignStix® Creator and enjoy centralised control with SignStix® Director.
- Integrate key analytics to optimise content and increase ROI.
- Improve employee training and operational efficiency using SignStix® to deliver interactive training programs and displaying information from office headquarters.
- Automate the ordering process with SignStix® interactive displays, positioned strategically around your organization.
- Signstix® influences purchase decisions through a menu that connects and engages the customer.
- Combining digital signage and product offers provide alternative methods of engagement and increase upsells.

SignStix®