

Product Data Sheet

Engage Audiences Effortlessly

play.
DIGITAL SIGNAGE

Product Overview & Benefits

Play Digital Signage is a powerful, cloud-based digital signage platform that allows users to easily create, schedule, manage, and publish engaging content to screens anywhere in the world. With an intuitive drag-and-drop editor, no design experience is required—making it ideal for businesses of all sizes to captivate audiences through dynamic displays.

Designed for reliability, the software supports offline playback (content plays even without internet after initial download), remote management from any device, and seamless scalability from one screen to thousands. Over 2,500 organizations in 102+ countries trust Play Digital Signage to manage 25,000+ screens.

Benefits

- User-friendly interface saves time and reduces need for professional designers
- Cost-effective per-screen pricing with a free forever option for one screen
- Robust integrations and plugins for dynamic, real-time content
- Enhanced engagement with animations, interactivity, and multi-zone layouts
- Secure team collaboration and enterprise-grade features



Core Features

Content Creation & Design

Drag-and-drop editor with professionally designed templates

Royalty-free media library (integrated Pixabay, Unsplash, Tenor for images, videos, GIFs, animations)

Google Drive integration for direct access to your assets

Custom fonts, background music (with auto-pause during videos), slide/element animations, and transitions

Multi-zone layouts to run independent playlists on one screen

Interactive touch support for engaging experiences

Playlist-in-playlist reuse, slide stash, and "create slide per asset" tools

Plugins for websites, live streams, social media feeds, YouTube/Vimeo, RSS, and more

Scheduling & Playback

Advanced scheduling with timeline, date ranges, recurring times, and day-parting

Tags for conditional "if-then" content scenarios

Playlist shuffle, synchronized playback across grouped screens

Offline playback for uninterrupted display
Ad Cycle for scheduled ads with precise showings and gap fillers

Management & Administration

Remote screen management: monitor status, capture screenshots, view download progress, set TV on/off schedules

Alerts & notifications for offline screens

Teams & roles for collaboration, sub-teams, playlist sharing (view/edit/publish permissions)

Security: Two-factor authentication (2FA), Azure/OKTA SSO, audit logs, object locking

Automatic player updates and file integrity checks

Public API for custom integrations

Analytics & Insights

(Available in higher plans)

Proof-of-Play reports with total run time and detailed playback logs

Dashboard for multi-screen oversight

Why Choose Play?

Hardware & Platform Compatibility

Play Digital Signage works with a wide range of affordable and reliable devices

Android OS, Google TV, Windows, macOS, Amazon FireOS, Amazon Signage Stick, Raspberry Pi, Linux

Smart TVs: Sony Bravia, Samsung Tizen, LG webOS

Supports touch screens, various resolutions, and HDMI inputs

No proprietary hardware required—use what fits your budget.

Integrations & Plugins

Built-in: Google Drive, Canva, Pixabay/Unsplash/Tenor

Plugins: Live streaming (HLS/RTSP), websites (with JavaScript support), social media, weather, RSS, Google Calendar, and premium apps

Enterprise: Active Directory (Azure/OKTA), Public API

Why Choose us?

- **Ease of Use:** Setup in minutes, intuitive like PowerPoint
- **Flexibility:** Limited only by your imagination
- **Reliability:** 24/7 support by only humans
- **Scalability:** From single screens to global networks
- **Value:** Free first screen (with review), unlimited storage, no limits on team members

Feel free to book a demo or a sales call at <https://playsignage.com/demo>

