OptiSigns

2025 PRODUCT LEADER

Advancing the Product Portfolio to Match the Full Range of Customer Needs

RECOGNIZED FOR BEST PRACTICES IN THE NORTH AMERICAN SMB DIGITAL SIGNAGE INDUSTRY

FROST & SULLIVAN

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. OptiSigns excels in many of the criteria in the SMB digital signage space.

RECOGNITION CRITERIA

Business Impact	Product Portfolio Attributes
Financial Performance	Match to Needs
Customer Acquisition	Reliability and Quality
Operational Efficiency	Product/Service Value
Growth Potential	Positioning
Human Capital	Design

The Transformation of the SMB Digital Signage Industry

The small and medium-sized businesses (SMB) digital signage market is undergoing a rapid evolution, driven by the convergence of three macro forces: digital transformation, content automation, and real-time customer engagement. As SMBs adapt to an increasingly digital-first consumer environment, they are demanding signage solutions that offer enterprise-grade features—such as high-resolution content, interactive experiences, and centralized control—without the high costs and complexities traditionally associated with large-scale deployments. The demand is especially acute in verticals like retail, quick service restaurants (QSR), healthcare, logistics, and education, where physical space is being reimagined as a dynamic channel for branding, communication, and operational efficiency. As a result, Frost & Sullivan notes that digital signage is no longer seen as a luxury, but as a baseline expectation for customer-facing and internal environments.

Despite historically being underserved by legacy providers focused on enterprise accounts, today SMBs benefit from a new wave of platforms that combine plug-and-play usability with cloud-native performance. These systems offer streamlined onboarding, intuitive content management, and real-time scalability, enabling SMBs to deploy and maintain signage networks without the need for dedicated audio-visual technicians or information infrastructure (IT) teams. At the technical level, modern digital signage platforms feature dual-cloud deployments, global content delivery networks, and no-code integrations with third-party data sources, unlocking dynamic use cases such as localized pricing, inventory-linked messaging, and multilingual customer flows. Hardware innovation has also played a key role: compact

media players, 8K-ready video walls, and sensor-enabled interactivity are accessible at a fraction of past costs, lowering the barrier to high-impact deployments.

Looking forward, Frost & Sullivan analysts expect the SMB digital signage market to expand aggressively as cost-effective solutions align with SMBs' operational realities and growth ambitions. The rise of interactive formats (e.g., Lift-and-Learn, quick response [QR]-based triggers, and data-driven personalization) signals a transition from static content rotation to feedback-driven engagement. Vendors that combine low-friction entry points (e.g., free plans, templated campaign packs) with robust support and high uptime are poised to dominate. Strategic priorities such as localization, automation, and compliance will further differentiate leaders in the space, particularly as SMBs scale to multi-location operations or explore hybrid digital-physical experiences. Ultimately, the platforms that succeed will be those that recognize SMBs not as scaled-down enterprise customers, but as a distinct segment requiring purpose-built, future-ready solutions.

> *"While most SMB signage platforms limit scope to content distribution and screen control, OptiSigns extends its platform to include interactive user experiences, real-time behavioral responsiveness, and emerging display formats delivered through a single, natively integrated environment."*
>
> *-Ana Victoria Dominguez,*
> *Best Practices Research Analyst*

A Unified Platform Built for Operational Depth

OptiSigns is a trusted platform partner for SMBs navigating the convergence of digital transformation, content automation, and real-time customer engagement. Founded on the premise that SMBs require the same technological sophistication as enterprise users, but without the overhead, complexity, or resource demands, OptiSigns has developed a solution architecture that delivers performance, uptime, and extensibility in a single, cost-efficient product ecosystem. With more than 30,000 active users spanning retail, education, healthcare, QSR, logistics, and internal communications, the company anchors its growth in a core principle: enabling enterprise-class functionality without replicating enterprise cost structures or support burdens.

OptiSigns built its platform from the ground up to power high-availability digital signage with a multi-layered architecture designed for speed, redundancy, and real-time responsiveness. Unlike first-generation signage Content Management System (CMS) platforms that rely on client-managed servers or loosely coupled third-party application programming interfaces (APIs), OptiSigns operates a dual-cloud system as a service deployment model featuring built-in redundancy, horizontal auto-scaling, and global content delivery networks. In 2024, platform uptime exceeded 99.99% across a global customer base, a result driven by real-time infrastructure monitoring, self-healing service clusters, and automated failover between cloud providers.[1] This operational resilience is especially critical for SMBs operating lean teams, where system outages translate into revenue loss, reputational damage, or customer churn.

At the application layer, OptiSigns provides campaign-level content orchestration, enabling granular targeting and scheduling across multi-location deployments. Features such as tag-based playback logic, sub-playlist rotation, and regional override policies allow users to differentiate messaging by region,

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[1] https://www.optisigns.com/terms/sla#:~:text=OptiSigns%20Service%20Level%20Commitment%3A%2099.99%25%20Uptime&text=Subject%20to%20the%20SLA%20Exclusions,to%20receive%20a%20Service%20Credit. Accessed August 2025

product lifecycle, or foot traffic behavior, all without duplicating content assets. These controls are accessible through a user-friendly interface designed for non-technical users. Users can upload, tag, schedule, and dynamically deploy content assets in minutes—eliminating the need for creative agencies or IT teams to manage routine updates.

OptiSync, the company's proprietary no-code data-mapping engine, extends the platform's dynamic capabilities by linking content assets to external data sources. OptiSync supports Google Sheets, Excel, RSS feeds, and open REST APIs, allowing businesses to surface real-time data such as inventory levels, queue times, weather alerts, or internal metrics.

The engine automatically parses external data and maps it to visual elements in signage templates, updating screens live without requiring any code. This architecture allows lean SMBs to replicate dynamic enterprise signage behaviors, such as "store-level pricing," "just-in-time messaging," or "context-aware menus," without middleware or backend customization.

On the hardware side, OptiSigns ships its own line of Pro and Pro Max media players that run a hardened, managed OS pre-configured for seamless pairing with the CMS. These devices support high-resolution playback up to 8K (single screen) or 4x4K (video wall), powered by a proprietary VideoWall app that handles multi-screen synchronization natively.[2] Unlike systems that depend on third-party wall controllers or complex sync configurations, OptiSigns' players execute all synchronization logic locally, driven by firmware that receives cloud-based updates without manual reconfiguration. The net result is a dramatically lower deployment cost, simplified maintenance, and tighter integration between playback logic and content scheduling, all vital to SMBs that lack audiovisual integrators or digital signage technicians on staff.

Measurable operational metrics validate OptiSigns' platform: near-zero downtime, a customer satisfaction score above 90%, and a renewal rate over 85% across core subscription tiers.[3] These outcomes stem from a product roadmap that feeds directly off user feedback, collected via live-agent support lines and regular customer roundtables, and a pricing structure that prioritizes transparency and long-term scalability. The newly introduced free plan serves as a low-friction entry point, granting access to the full CMS and native app suite, while maintaining parity with paid tiers in performance and integration pathways. This approach reduces trial abandonment, accelerates onboarding, and builds user familiarity before scale-up, supporting the company's product-led growth strategy without fragmenting the user experience.

Interactivity, Automation, and Modularity

While most SMB signage platforms limit scope to content distribution and screen control, OptiSigns expands its platform to include interactive user experiences, real-time behavioral responsiveness, and emerging display formats delivered through a single, natively integrated environment. This breadth of functionality positions the company to serve businesses that require more than passive screen rotation, including those building hybrid experiential, informational, and transactional signage models across locations, languages, and customer contexts.

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[2] https://www.optisigns.com/post/introducing-the-new-promax-digital-signage-player Accessed August 2025
[3] Frost & Sullivan interview with OptiSigns (August 2025)

The Engage plan, launched in 2024, integrates a full interactivity stack designed specifically for non-technical users. Using modular building blocks within the CMS, customers can configure contactless kiosk workflows, QR-code triggers, sensor-driven Lift-and-Learn activations, and webcam-based audience analytics.[4] These tools operate natively within the platform—no external software development kits or integrations required. Business users can link triggers to conditional logic, such as 'when a customer picks up product A, play demo video X,' and instantly deploy those experiences to one screen or thousands. In addition, the platform logs every interaction and visualizes it in an analytics dashboard, enabling businesses to correlate screen activity with sales and engagement key performance metrics (KPIs). This interactivity suite reflects a deliberate shift from signage as a broadcast medium to signage as a feedback-driven interface. For example, in retail deployment, the Lift-and-Learn engine allows physical actions, lifting a product sample, to serve as inputs for on-screen content updates.

In a hospital or public sector setting, QR codes on check-in kiosks can trigger language-specific welcome flows, route-finding maps, or wait-time counters, built and updated without developer intervention. A rules-based engine drives these capabilities, compiling logic into device-level instructions executed directly on OptiSigns' media players to minimize latency and ensure local responsiveness without relying on the cloud.

In addition, interactivity does not compromise system integrity. All data-capture functions comply with regional privacy regulations, and content moderation is enforced via built-in AI validators that detect prohibited language, content conflicts, or compliance violations before publishing.[5] These AI tools, packaged under the OptiBot utility, also handle first-line support requests, resolving configuration issues, installation conflicts, or player sync problems through generative responses fine-tuned for signage scenarios. OptiBot accelerates troubleshooting while reducing support ticket volume, allowing human support teams to focus on high priority use cases.

OptiSigns also positions itself for long-term extensibility through early adoption of new display standards. The platform supports light-emitting diode screens with irregular aspect ratios, holographic and transparent organic light-emitting diode content, and multilingual campaign automation through template-based localization. These features allow customers to extend signage deployments into architecturally unconventional or multilingual environments without costly rework or third-party translation pipelines. Campaign templates accommodate conditional language logic and can ingest translation data from spreadsheets or connected APIs, removing the need for custom design files for every target language.

Crucially, the platform does not segment these advanced capabilities into separate Stock Keeping Units or hardware bundles. All customers, regardless of deployment size, gain access to the full feature library and the same platform backbone. As businesses grow, they scale usage, not complexity. This unified product architecture eliminates internal capability gaps that often emerge as SMBs mature into multi-location or multi-audience operations. Customer-facing support reinforces this principle: every user, from free-tier to enterprise-tier, receives access to live phone-based support staffed by technical experts.

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[4] https://support.optisigns.com/hc/en-us/articles/23565267463315-Engage-Plan-FAQs Accessed August 2025
[5] https://www.optisigns.com/optisigns-ai Accessed August 2025

OptiSigns institutionalizes product feedback loops, often adding high-frequency feature requests to the development backlog within days—aligning technical evolution directly with field-level insight.

Through its extensible platform logic, interactive design system, and real-time operational toolkit, OptiSigns enables SMBs to execute signage strategies that previously required enterprise budgets, technical teams, or multi-vendor procurement. The company's focus on performance, flexibility, and user enablement positions it as the clear standard for SMB digital signage in North America, backed by platform telemetry, proven deployment outcomes, and an unmatched pace of feature delivery.

> *"Rather than selling aspirational feature sets, OptiSigns demonstrates immediate business utility, whether that means displaying real-time KPIs in a warehouse or rotating menu boards in a restaurant."*
>
> *-Alaa Saayed,*
> *VP of Research of Digital Content Services*

Customer-Centric Design, High-Velocity Execution, and Strategic Focus

OptiSigns' intuitive design, full-stack interoperability, and agile execution have positioned it as a top-tier partner for SMBs seeking to deploy and scale digital signage networks. While many providers rely on rigid bundles, long implementation cycles, or opaque pricing, OptiSigns prioritizes speed, transparency, and flexibility, allowing customers to activate value within hours, not days. The company grounds its approach with a deep understanding of the SMB mindset: business owners and operators need plug-and-play tools, not extensive training or bespoke consulting. By enabling self-service onboarding, automated screen provisioning, and a robust free tier, OptiSigns minimizes time-to-value and empowers new users to deploy confidently without technical support dependencies.[6]

OptiSigns' customer acquisition model reflects this philosophy in every step. The company has built a digital funnel optimized for low-friction trial-to-conversion, reinforced by contextual product education and real-time configuration guidance. The result is a platform that turns interest into deployment with minimal attrition. New customers routinely convert after just a few days of experimentation, supported by AI-driven content recommendations and templated campaign packs tailored to verticals like logistics, healthcare, and QSR. Rather than selling aspirational feature sets, OptiSigns demonstrates immediate business utility, whether that means displaying real-time KPIs in a warehouse or rotating menu boards in a restaurant. This utility-first orientation, backed by consistent platform performance, fosters enduring customer relationships and high user retention.

The company's operational architecture enables it to deliver these outcomes at scale. OptiSigns operates with a lean headcount yet maintains a high product release cadence and sub-six-hour support resolution Service Legal Agreement. This efficiency stems from its integrated platform infrastructure: automated quality assurance, telemetry-informed roadmap decisions, and continuous delivery pipelines. Engineering, product, and support teams operate under a shared performance framework that maps user behavior to system design. When telemetry indicates feature underutilization or workflow drop-offs, cross-functional squads reprioritize accordingly, accelerating releases that matter and eliminating

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[6] https://support.optisigns.com/hc/en-us/articles/37966066335891-Getting-Started-with-an-OptiSigns-Free-Trial#:~:text=after%2014%20days.-,How%20Do%20I%20Start%20an%20OptiSigns%20Free%20Trial%3F,enrolled%20in%20a%20Free%20Trial. Accessed August 2025

unnecessary backlog weight. The result is a product ecosystem that evolves in lockstep with user needs and market shifts.

This execution model extends beyond internal velocity; it also supports the company's channel ecosystem. OptiSigns equips resellers, managed service providers, and original equipment manufacturer partners with full white-label capabilities, analytics dashboards, and localized content support. These capabilities allow partners to serve clients with the same speed and consistency, expanding the company's reach while preserving brand integrity. Additionally, centralized device management, hardware-agnostic player support, and real-time content health monitoring ensure deployment quality across regions and verticals. Every partner relationship reflects the company's core operating ethos: reduce friction, increase uptime, and maximize visibility.

Conclusion

OptiSigns has emerged as a category-defining platform in the small and medium-sized business (SMB) digital signage space by delivering enterprise-class performance through a solution designed specifically for the needs of lean, fast-moving businesses. Its dual-cloud infrastructure, 99.99% uptime, and no-code interactivity tools empower users to deploy and scale dynamic content with minimal overhead or technical friction. The company's relentless focus on usability, automation, and modularity allows even non-technical teams to execute complex signage strategies in minutes. With over 30,000 active users and exceptional customer satisfaction, Frost & Sulivan applauds the way that OptiSigns truly stands out for its ability to combine speed, scalability, and innovation in a single, unified product experience, transforming how SMBs communicate, engage, and operate in real time.

With its strong overall performance, OptiSigns earns the 2025 Frost & Sullivan North American Product Leadership Recognition in the SMB digital signage industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Product Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT

STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- ■ **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- ■ **Growth Strategies:** *Proven Best Practices*
- ■ **Innovation Culture:** *Optimized Customer Experience*
- ■ **ROI & Margin:** *Implementation Excellence*
- ■ **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- ■ Megatrend (MT)
- ■ Business Model (BM)
- ■ Technology (TE)
- □ Industries (IN)
- □ Customer (CU)
- ■ Geographies (GE)