

Budget Digital Signage Player Launched by ScreenCloud

PIXI digital signage player features enterprise grade specifications at low price.



London, United Kingdom Apr 30, 2025 ([IssueWire.com](https://www.issuewire.com)) - Digital signage cloud market leader ScreenCloud has released its latest digital signage media player, PIXI. Designed as an affordable media player, but packed full of premium features, PIXI offers plug-and-play functionality, enterprise-grade security and the best value hardware for its price point.

Known for its industry-leading software, ScreenCloud has been at the forefront of digital signage developments with its original media player, the Station P1 Pro. The PIXI will be offered as an alternative to the Station P1 Pro, rather than a replacement, with the lower price point targeting those seeking an affordable entry to the world of digital signage.

ScreenCloud CEO Mark McDermott says, "One of the most significant barriers to entry to the digital signage space for smaller businesses is a mixture of cost and ease of use. We often have customers coming to us who love the simplicity of getting started with ScreenCloud versus other options. But it's the media player where they face challenges. Choosing a budget option often means you sacrifice performance, or going for the higher-priced player might mean you sacrifice a screen placement or postpone it until later. With PIXI, we've packaged up the best specs we can offer and kept the price as low as possible to make the technology more accessible to more people."

Among PIXI's offerings are features such as remote device management (RDM), which allows operators to connect to their devices remotely to troubleshoot or reboot them. This feature is key to avoiding the error screens or glitches that plague many digital signage displays - with notifications via the ScreenCloud dashboard and easy remote access meaning IT managers and content teams can quickly and easily fix issues without being on-site.

PIXI is running ScreenCloud's own operating system built on Android 14, and also offers 64GB of onboard storage, 4GB of RAM and 4K display output. Media players with higher onboard storage and memory, such as PIXI, can cache their content, meaning fewer interruptions in the case of connection failures.

Users also get the benefits of ScreenCloud's enterprise-grade security, 24/7 professional support and the extensive suite of design tools and app integrations.

With a list price of \$65, PIXI is initially available to existing ScreenCloud trialists for \$40/GB£35 at launch and will be made available to new and existing customers later in 2025. Even at the full list price, PIXI will be significantly cheaper than similar devices, including the Raspberry Pi or Amazon's latest offering, the Signage Stick.

PIXI comes pre-loaded with ScreenCloud and is designed to be display-ready in minutes.

For more information about ScreenCloud PIXI, visit: <https://screencloud.com/pixi>



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