

Choosing your digital signage CMS

An independent guide for your team

VXT, Smartsign, Broadsign and Novisign. Their strengths, their limits, and which one fits your operation. We resell all four, so our recommendation isn't tied to a single platform. These are the platforms our customers use most, and the ones we know best.

ALREADY HAVE A CMS?

You don't have to switch platforms to work with us. If you already run your own CMS, we install and configure it on every screen and test it before it leaves the house, so everything works the moment it's powered on.

THE SHORT ANSWER

No single platform does everything well

The right choice depends on what matters most in your operation. Here is where each is at its best.

VXT

For Samsung-based, low-change ops

Easiest for staff, and runs on the Samsung screen itself with no separate player. Retail media via a Vistar integration.

SMARTSIGN

For governance and EU data control

Strong central and local rights, open hardware, and hosting in the EU or on your own premises. Swedish-built.

BROADSIGN

For retail-media ambitions

Programmatic, retail media and proof-of-play built in. The most technical of the four to run day to day.

NOVISIGN

For hardware freedom

Runs on almost any device, quick to set up, with solid reporting. Lighter on programmatic and retail media.

Not sure where you land? Our interactive fit-finder on lcd-media.com weighs your priorities and points to the best match. This printable guide gives you the full picture to take to your team.

THE COMPARISON

Side by side, by what matters

Rated on the things that decide a rollout. Green = strongest for this need, amber = more limited or more technical, plain = capable.

Capability	VXT	Smartsign	Broadsign	Novisign
Ease of use for store staff	Easiest	Solid	More technical	Very approachable
Central + local content rights	Solid	Strong	Strong	Solid
Use your own or existing hardware	Samsung-first	Open	Open	Most open
Programmatic & retail media	Via Vistar	Solid	Built in	Limited
Proof-of-play & reporting	Solid	Solid	Strong	Strong
Integrations & API	Solid	Strong	Strong	Solid
Stores publish their own content	Preset channels	Yes, with login	Central team only	With user roles
Best fit	Samsung-based, low-change ops	Governance, EU or on-prem	Retail-media ambitions	Flexible, hardware-agnostic

We resell all four. Where a platform is weaker, we say so. The recommendation reflects your operation, not our margin.

THE PRACTICAL FACTS

The everyday details that decide deployments

Verified from each vendor's own documentation. Data location and exact behaviour can vary by plan and player, so we confirm the specifics for your setup.

Detail	VXT	Smartsign	Broadsign	Novisign
Push new content remotely	Yes	Yes	Yes	Yes
Hosting	Cloud (Samsung)	Cloud (EU) or on-premise	Cloud (SaaS)	Cloud only (AWS)
EU data residency	Confirm per plan	Yes, kept in Europe	Confirm per plan	Not by default
Based in	South Korea	Sweden	Canada	Israel
Runs on	Tizen, Android, Windows	SoC panels, Windows, ChromeOS, Android	Windows, Android, BrightSign	Almost any device
Separate player needed	No, runs on the screen	No on SoC panels	Often yes	Depends on device
Keeps playing if network drops	Yes	Yes	Yes, up to 48h	Yes

Every platform caches content locally and keeps playing during an outage, so offline reliability isn't the deciding factor. Hosting, data location and hardware usually are.

THE PLATFORMS

A closer look at each

Where each one earns its place, and where it doesn't.

■ VXT

BASED IN SOUTH KOREA (SAMSUNG)

Samsung-based, low-change operations

STRENGTHS

Samsung's own cloud CMS. Runs on the Samsung screen itself with no separate player, easiest for staff, and retail media via a Vistar integration.

WATCH-OUTS

Best when your fleet is Samsung. Non-Samsung hardware works via Android or Windows but you lose the built-in advantage.

TYPICAL FIT

Chains standardising on Samsung screens that want a turnkey, low-maintenance setup.

■ Smartsign

BASED IN SWEDEN

Governance and EU data control

STRENGTHS

Strong central and local content rights, open hardware, and a real choice of hosting: cloud inside the EU or fully on your own premises. Swedish-built, strong integrations.

WATCH-OUTS

More of a signage platform than a retail-media engine, so advertising ambitions may look elsewhere.

TYPICAL FIT

Governed, multi-site or public-sector operations with data-residency requirements.

Broadsign

BASED IN CANADA

Retail-media ambitions

STRENGTHS

Programmatic, retail media and proof-of-play are native. The strongest choice if screens are part of a media strategy.

WATCH-OUTS

The most technical of the four to run, and heavier than needed for simple in-store communication.

TYPICAL FIT

Retailers building a retail-media network or selling advertising on their screens.

Novisign

BASED IN ISRAEL

Hardware freedom

STRENGTHS

The most hardware-agnostic of the four, running on almost any device. Quick to set up, budget-friendly, with solid proof-of-play and an open API.

WATCH-OUTS

Lighter on programmatic and retail media, and cloud-only, so data-residency-strict buyers should check hosting.

TYPICAL FIT

Mixed-hardware estates, or teams that want to move quickly without heavy implementation.

THE HONEST BIT

Set your sights on a different CMS?

These four are the platforms our customers use most, so they are the ones we know best. If you have chosen a different CMS, our dedicated support team gets to know that platform and helps you judge whether it truly solves your needs, and we set it up on your screens before they ship. Independence has to cut both ways to mean anything.

PRIME®

Whichever CMS you choose, PRIME keeps it running

PRIME is our own operations layer, and it sits above any of these platforms. One place to see every screen across every location, report faults from the store, track SLAs and pull documented CO2 savings, whichever CMS is behind the glass.

Fault reporting from each store · Live status and SLA overview · All installations and contracts in one view · Documented Scope 3 CO2

Read more about PRIME at lcd-media.com/products/prime/

Still not sure which one fits?

Book a 20-minute call. We'll talk through your operation, not our catalogue. LCDMEDIA resells VXT, Smartsign, Broadsign and Novisign, and recommends based on fit. Prefer your own CMS? We set that up too.

lcd-media.com