Wallboard

Enterprise-Grade Solutions for Digital Signage On-Prem Deployments

WALLBOARD + BRIGHTSIGN

Table of Contents

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Executive Summary

BrightSign is widely recognized as the gold standard in digital signage hardware. But hardware is only half of the solution. To deliver true enterprise-grade digital signage, organizations also need a CMS platform that is powerful, flexible, and built to meet modern IT and content requirements.

Wallboard is that platform. Designed with BrightSign integration at its core, Wallboard delivers a fully featured CMS that gives enterprises the control, security, and scalability they expect — without requiring a move to cloud-only infrastructure.

For those that are already BrightSign customers, your BrightSign hardware investment remains protected. Your CMS gains enterprise-ready functionality. Together, you get the best of both worlds: proven hardware paired with a robust software platform designed for today's digital signage needs.

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Wallboard: A Future-Proof Partner for BrightSign Environments

Wallboard was designed from the ground up to meet the needs of enterprises operating in hybrid or fully on-prem architectures—including those migrating from BSNEE.

The platform provides full support for BrightSign players and offers flexible deployment options:

🌐   Fully self-hosted (on-prem) environments for complete data and network control

☁️   Private cloud options with customer-owned infrastructure

Wallboard doesn't replace BrightSign — it complements it.

You keep the devices and operational standards you trust, while gaining a CMS that aligns with modern enterprise expectations around security, scalability, and content control.
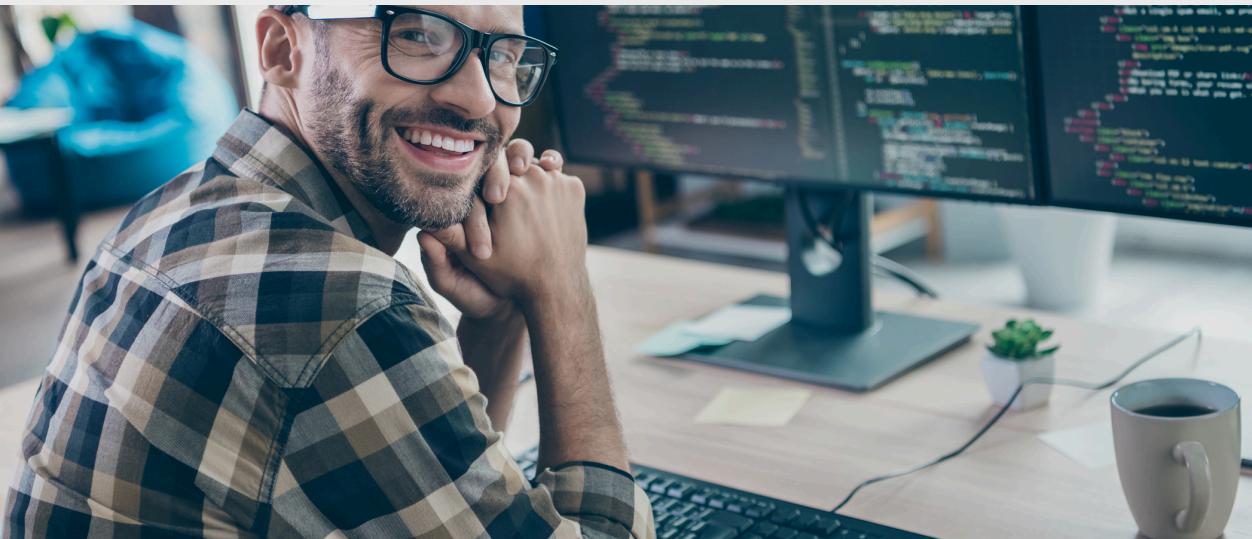
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Retaining Control, Not Losing Features

BrightSign On-Prem customers often value:

- Internal-only networks
- Federated identity and SSO
- Local database and asset control
- IT-managed patching and observability

Wallboard supports all of the above, and expands on them:

REQUIREMENT	WALLBOARD SUPPORT
On-prem or private cloud	✓ Kubernetes and Docker-based deployments, no vendor lock-in
Federated Identity (SSO)	✓ SAML 2.0, per-tenant IdPs, automatic user provisioning
TLS / Encryption	✓ TLS 1.3 internal services, secure by default
Data residency control	✓ Zero vendor data access in on-prem mode
Remote support optionality	✓ No required vendor backchannel or diagnostics in on-prem deployments
Data residency control	✓ Team-based permission model, UI profile customization
Remote support optionality	✓ Per-tenant theming and login UX

This means that organizations can take advantage of a more robust feature set and intuitive CMS interface without giving up control or compromising on infrastructure policies.

What You Gain With Wallboard

BrightSign customers migrating to Wallboard don't just retain their infrastructure — they unlock access to a CMS platform purpose-built for modern enterprise needs. This isn't about chasing trends or switching paradigms. It's about keeping what works — and quietly gaining the freedom to do more.

Smarter Content Workflows, When You're Ready

Wallboard's CMS introduces intuitive tools for building, scheduling, and managing content across large, distributed signage networks:

- Drag-and-drop editor for layout design — no HTML required
- Dynamic scheduling with time, tag, or rule-based logic
- Real-time previews and proof-of-play reporting
- Reusable components and templates for brand consistency
- Support for data-driven content — live metrics, menus, dashboards, or IoT status
- Content layering and emergency overrides

For teams currently publishing via file uploads or XML feeds, these features eliminate friction without introducing complexity.

You can start with a 1:1 migration — then explore more advanced content tools at your pace.
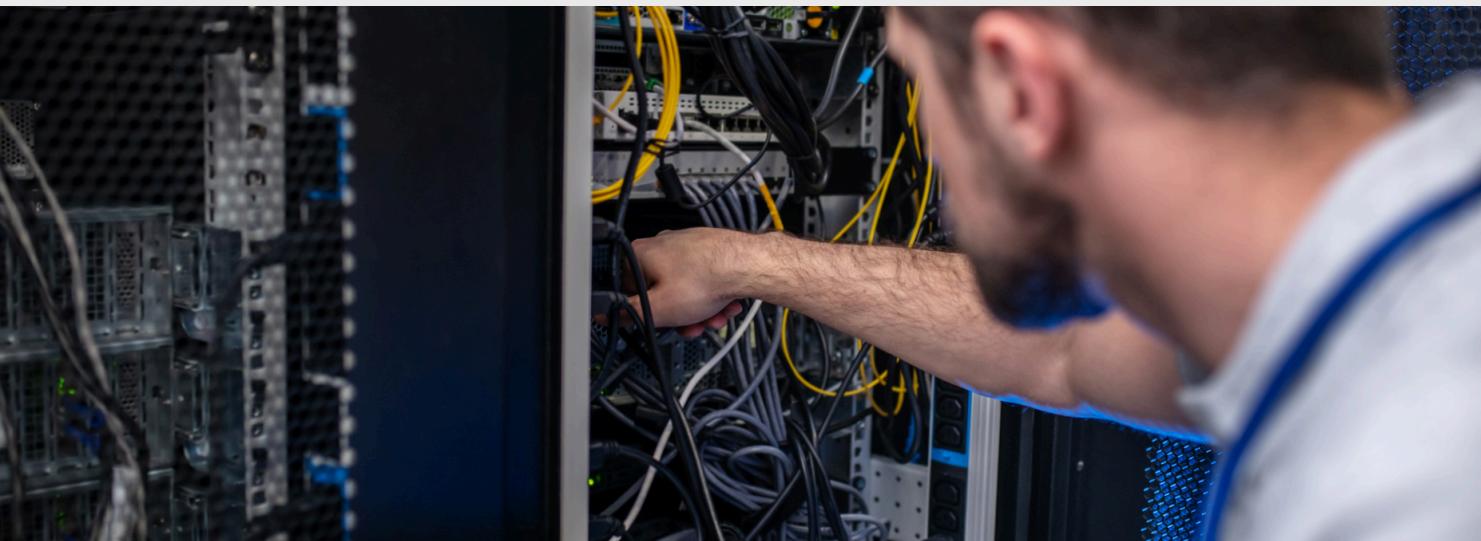
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Enterprise- Grade Security and Control

Wallboard was built to operate in regulated, security-sensitive environments. The platform includes architectural and operational features that align with enterprise IT expectations.

Deployment Models that Respect Your Boundaries

- Self-hosted on-prem: Full control over networking, storage, and compute—no external dependencies.
- Private cloud: Fully isolated instances, provisioned to customer specifications, including regional data residency.
- No hybrid lock-in: Your data and users stay in your environment. Wallboard doesn't blend vendor-managed and customer-managed storage.

Hardened Architecture

- Containerized microservices with fine-grained segmentation
- TLS 1.3, and role-scoped API tokens
- Zero trust internal network design for private deployments

Compliance & Operational Transparency

- Supports internal policy enforcement, regional restrictions, and custom retention rules
- No vendor access to customer content by default — even for support
- Clear, contract-bound incident notification and auditability

Whether you're managing government screens, healthcare networks, or campus signage — Wallboard ensures the CMS layer meets or exceeds your IT baseline.

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Better Together for On-Premise Solutions

Wallboard is proud to offer an enhanced On-Prem CMS experience. Our platform supports native BrightSign players, honors on-prem requirements, and delivers a modern CMS experience — without forcing a cloud migration or rethinking infrastructure from scratch.

For BrightSign customers, this is not about switching systems. It's about preserving the BrightSign foundation — and continuing to grow with tools built for today's content, compliance, and control expectations.

If you're a BrightSign customer looking to maintain local control while stepping into a future-ready CMS, Wallboard is ready when you are.

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