| Usage Type | | Pros | Cons |
|---|---|---|---|
| **External Signage Player for Indoor use ( Max 12-14 hours daily operation )** | Android(9) media players (2 GB RAM, 8GB Storage) | • Budget friendly- less then 100 USD<br>• Widely available | • Budget friendly- less then 100 USD<br>• Widely available |
| | Amazon Firestick | • Budget friendly- less then 100 USD<br>• Widely available and used | • Not designed for 24/7 operations and out door conditions |
| | Pickcel 300MP | • Budget friendly - less then 200 USD<br>• Rigorously tested by Pickcel<br>• Custom firmware designed for signage use<br>• Remote app update | • Not designed for 24/7 operations and out door conditions |
| | Raspberry pi | • Budget friendly - less then 100 USD<br>• Widely available and used<br>• Suitable for hardware integration with external sensors, IOT devices etc. | • Not a plug and play device. Requires Technology expertise to get the device up and running.<br>• Not designed for 24/7 operations and out door conditions |
| **Built-in Signage Players for Indoor use ( Max 12-14 hours daily operation )** | Android TV-<br>• TCL,<br>• Hisense<br>• Sansui,<br>• Sony X80J | • Budget friendly (Available between 200 - 400 USD)<br>• Easy to setup and aesthetically better, without external box<br>** Go for higher version of android 9 | • Generally lower storage (8GB) and RAM(1 GB)<br>• May not perform good in all situations (animation heavy content, multiple videos |
| | Samsung Tizen TV,<br>LG WebOS | • Easy to setup and aesthetically better, without external box<br>• Better market reputation and designed for longevity and longer operating hours<br>• Models available for heavy or 24/7 usage | • Costlier then android TVs<br>• Generally lower storage (8GB) and RAM(1 GB)<br>• In built browser capability limitation, May not run advanced Javascript based web applications/ animation. |
| **Digital Signage Players for outdoor and 24/7 usage** | • IADEA media player (XMP 700)<br>• Intel NUC Rugged<br>• Zidoo<br>• AOPEN media player | • Better performance<br>• Rugged and designed for 24/7 operation | • Costlier than other device types |

https://www.pickcel.com/blog/digital-signage-player-guide-for-buyers/

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