Debut of SaaS-based Carousel Cloud Platform

Written by Dylan Card
18. 03. 2019

Carousel Digital Signage will come to **Digital Signage Expo** later this month with its Carousel Cloud platform for the first time (alongside its on-premise solutions).

Carousel Cloud is a subscription-based SaaS platform for organizations seeking an off-premise, hosted digital signage service with limitless scalability. Carousel Cloud brings the standard benefits of any cloud service, eliminating the expense and maintenance associated with traditional hardware servers in favor of a lightweight, software-defined architecture that is centralized within an offsite IT infrastructure.

"Digital signage is no longer a novel technology that sells itself through a "wow factor", says JJ Parker, CEO of Carousel Digital Signage. "Deployments fail and ROIs fade when organizations fail to leverage the true communications power that digital signage offers. Our latest Carousel innovations give end users new flexible and easy to use tools that invite collaboration, and help businesses keep their content and messaging up to date. This is especially important in the corporate and education markets where Carousel Digital Signage brings especially strong value."

Carousel Digital Signage's embrace of Apple TV devices for content playout will continue to be a key focus. Parker notes that K-12 school districts have been the quickest to adopt the technology, due to familiarity of the device and a non-intrusive profile. For added value, a Carousel Player app, available through app stores or mobile device management (MDM)

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software, quickly turns Apple TV devices into enterprise-grade media players.

"Whether deployed in the cloud or on-premise, Carousel Digital Signage will help our customers deliver content that is always up-to-date for classrooms, conference rooms, and common areas, with exceptional ease of use and management," notes Parker. "With our cloud solution and the Apple TV as a media player, we've made significant strides in making the technology disappear from the classroom and the corporate environment. Instead, we're putting the focus on how to effectively use your digital signage network to support your educational, business and even experiential initiatives."

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