

SETUP GUIDE · EDITION 1

Running Xibo® on BrightSign®.

From a blank SD card to a live screen on your Xibo® network — card preparation, activation, CMS pairing and licensing, in four steps.

DOCUMENT

Setup & Deployment
Guide

APPLIES TO

Xibo® CMS v3 & v4 ·
XMDS

HARDWARE

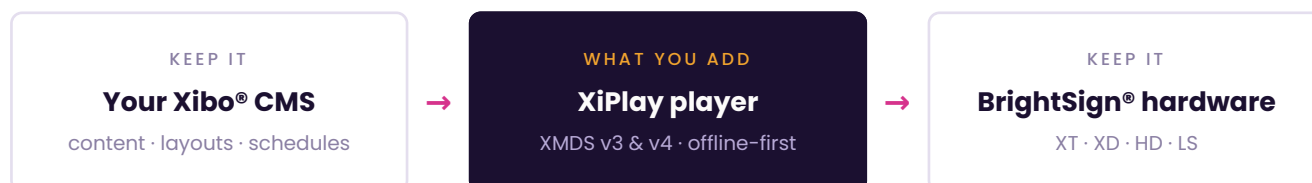
BrightSign® XT / XD / HD /
LS

PUBLISHED

July 2026 ·
xiplay.app

Contents & how this guide works

XiPlay turns a solid-state BrightSign® player into a full-featured endpoint for your existing Xibo® CMS. There is nothing to install on the device: the player ships as a downloadable package you simply copy onto an SD card, and the whole setup is copy → boot → pair → license.



Only the middle layer changes. Your CMS and your hardware stay exactly as they are — no migration, no lock-in.

01	Before you begin	Hardware, SD card, network and CMS prerequisites
02	Step 1 — Prepare the SD card	Download, extract and copy the XiPlay files
03	Step 2 — First boot & activation	MAC identity, activation screen and the 14-day trial
04	Step 3 — Pair with your Xibo® CMS	CMS address, key, display authorization and sync
05	Step 4 — License in the players portal	Claim devices, assign licenses, monitor health
06	Going live — content & offline behavior	Scheduling, caching, proof-of-play
07	Troubleshooting	Activation, connectivity, clock and diagnostics

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01 Before you begin

Gather these four things before you start. Total hands-on time for a first device is typically under fifteen minutes.

REQUIREMENT	DETAILS
BrightSign® player	A solid-state BrightSign® player from the XT, XD, HD or LS series. One XiPlay license covers one device, keyed to its hardware MAC address.
SD card	Class-10 or faster, 16 GB minimum. Use a known-good, branded card — cheap or worn cards are the most common cause of players that won't boot reliably.
A computer	Any Windows, macOS or Linux machine with an SD-card reader. No flashing or imaging tool is needed — you simply extract the downloaded <code>.zip</code> and copy its contents onto the card.
Xibo® CMS	A running Xibo® CMS, v3 or v4 (XMDS schema 6 or 7). Have the CMS address ready — HTTPS is recommended — plus the CMS key if your server requires one for registration.

Network checklist

- ✓ The player's network can reach your Xibo® CMS (content and schedules travel over XMDS).
- ✓ For online activation, the player can also reach the XiPlay licensing cloud.
- ✓ Fully restricted site? Air-gapped activation is available for secure deployments with no phone-home — see xiplay.app/air-gapped-signage.

GOOD TO KNOW

Every brand-new device starts a **14-day free trial of the complete software** automatically — video walls, interactivity, HDMI-In, HLS and every widget. No card details and no license are required to complete this guide.

PLAN FOR IDENTITY

The device's **real hardware MAC address** is its identity for both Xibo® display registration and XiPlay licensing — one device, one identity. It survives reboots, card wipes and card replacements, so record the MAC of each unit as you deploy.

02 Step 1 — Prepare the SD card

XiPlay ships as a single download. Extracting it onto an SD card and inserting the card into the player is the entire installation — **no flashing or imaging tool is used**.

1

Download the package

Get the latest XiPlay package (`.zip`) from `xipay.app/downloads` .

2

Verify the checksum

Compare the file's **SHA-256** against the value published on the Downloads page. A mismatched hash means a corrupted or tampered download — do not use it.

3

Extract onto the card

Insert the SD card into your computer, then extract the `.zip` and copy its contents to the **root of the card**. No Balena Etcher, no image writer — a plain file copy is all it takes.

4

Insert and power on

Eject the card, insert it into the BrightSign® player's SD slot, connect the display and network, and apply power. The player boots straight into XiPlay.

FLEET TIP

Rolling out many screens? Copy the same verified package onto a batch of cards — the files are identical for every device. Identity and licensing are resolved per device at boot, not baked into the card.

CARD QUALITY MATTERS

Signage players write logs and cache media continuously. A branded, class-10 (or faster) card of 16 GB+ is a requirement, not a suggestion — worn or counterfeit cards are the leading cause of unreliable boots.

03 Step 2 — First boot & activation

On first boot the player resolves its real hardware MAC address and shows an activation screen displaying that MAC, along with a QR code of it.

1

Read the activation screen

Note the MAC address shown on screen (or scan the QR). This MAC is the device's identity for licensing and will also anchor its Xibo® display identity.

2

Trial starts automatically

Every brand-new device begins its **14-day free trial** of the full software on its own — no card, no license, no sign-up on the device. An on-screen badge shows the days remaining.

3

Claim the device (optional now, required for licensing)

In the players portal at app.xiplay.app, claim the device by its MAC so it appears under your organization, ready for a license later — see Step 4.

How trial identity works

- ✓ The license is keyed to the real NIC MAC — it survives reboots, card wipes and card replacements.
- ✓ Wiping or re-preparing the card does **not** reset the trial: demo dates are anchored server-side, once per device.
- ✓ When a trial ends without a license, the screen keeps displaying its last content and simply stops collecting new content — it never goes black. Assign a license and it resumes immediately.

SECURE & AIR-GAPPED SITES

Deployments on restricted networks can use offline activation with signed licensing and no phone-home. Contact the team via xiplay.app/contact to prepare air-gapped activation before rollout.

04 Step 3 — Pair with your Xibo® CMS

XiPlay speaks XMDS, the management protocol of the Xibo® ecosystem, and supports both generations — Xibo® v3 (schema 6) and v4 (schema 7). The player auto-detects your CMS generation and adapts.

1

Enter the CMS address

On the player's configuration screen, set the **CMS address** to your Xibo® server's URL. HTTPS is recommended. Provide the **CMS key** (pairing code) if your Xibo® install requires one for registration.

2

Approve the display in Xibo®

On first contact the player requests registration with your CMS. In Xibo®, an administrator **authorizes the new display** and assigns it to a display group — exactly as with any Xibo® player.

3

Content syncs and playback begins

The player collects its layouts and required media, evaluates the schedule, and starts playing your content — including dayparting, priority and interrupts.

What stays in Xibo®

Content & layouts

You keep designing layouts in Xibo® exactly as today. XiPlay renders them — it does not replace your CMS.

Schedules

Scheduling by time, date and priority is driven from Xibo®, with per-display targeting and timezone-aware playback.

Proof-of-play

The player reports playback statistics and logs back to your CMS, so you can prove a campaign played and diagnose centrally.

NO MIGRATION, NO LOCK-IN

XiPlay drops straight into your existing Xibo® network. Your content, layouts and schedules keep working unchanged — the player is a premium, offline-first BrightSign® endpoint for the screens you already run.

05 Step 4 — License in the players portal

The players portal at app.xiplay.app is one console for your whole fleet: claim devices, assign licenses, and monitor health across sites.

1

Claim your players

Add each device to your organization by its hardware MAC — the same MAC shown on the activation screen.

2

Organize the fleet

Group players by **sites, groups and tags**, and give colleagues access with **roles and team access** controls.

3

Assign licenses

One per-device license unlocks the complete software — video walls and sync groups, touch and interactivity, HDMI-In passthrough, HLS and live streaming, and the full widget set. There are no add-ons and no Standard/Pro split.

4

Monitor health

Use **last-seen and status** per player, together with the on-screen badge, to keep an eye on every screen from one place.

LICENSING FACT	WHAT IT MEANS IN PRACTICE
Per-device, by MAC	The license is bound to the device's real NIC MAC. Wiping, re-copying or even replacing the SD card doesn't affect it.
One license, full software	Every feature is included with a single license tier. A trial device runs exactly what a licensed device runs.
Offline grace	A previously-licensed screen stays licensed through an offline grace window when the cloud is unreachable.
Expiry behavior	Unlicensed after trial? The screen keeps playing its last content and stops collecting new content — it never goes black.

06 Going live — content & offline behavior

Once paired and licensed, the player behaves like the rest of your Xibo® estate — with an offline-first design built for screens that must never go dark.

Everyday operation

- ✓ Design layouts and build schedules in Xibo® as you do today; the player collects media and plays the right layout.
- ✓ Dayparting, priority scheduling and interrupts are honored per display.
- ✓ Remote screen, volume and timezone control are available per device.
- ✓ Playback statistics and logs flow back to your CMS for proof-of-play and central diagnostics.

When the network drops

The player keeps a local cache of scheduled content. If the CMS or the licensing cloud becomes unreachable, the screen **keeps playing its last cached layouts** — only content refresh pauses. The screen never goes black on a transport error.

Clock without internet

The player keeps its real-time clock correct by syncing from the CMS, and picks up the timezone you set there — schedules stay accurate offline.

Offline-first licensing

Licensed screens ride out outages through the grace window; trial screens honor their server-anchored demo dates.

Deploy anywhere

Timezone-aware scheduling and air-gapped activation make the same player deployable worldwide, including secure sites.

VIDEO WALLS

Building a wall? Sync groups with frame-accurate playback are included in the standard license — see xipplay.app/video-walls for wall-specific planning guidance before you mount hardware.

07 Troubleshooting

Most first-boot issues come down to network or configuration. Work through the matching row below before opening a ticket.

SYMPTOM	CHECK
Player won't boot reliably	Suspect the SD card first. Re-format a known-good, branded class-10 card (16 GB+) and copy the checksum-verified package onto it again.
Stuck on activation	Confirm the player has network access and can reach both your Xibo® CMS and the licensing cloud. Then verify the MAC on the activation screen is claimed to your organization in the portal.
CMS connection errors	Double-check the CMS address and key on the configuration screen. Confirm the display was authorized by an administrator in Xibo®.
Schedules play at the wrong time	Check the timezone configured in Xibo® for that display — the player syncs its clock and timezone from the CMS.
Screen shows old content	This is offline behavior working as designed: the player plays its last cached content when the CMS is unreachable. Restore connectivity and content refresh resumes.
Trial "expired" after a card wipe	Expected — demo dates are anchored server-side per device, so wiping or re-preparing the card doesn't reset the trial. Assign a license in the portal to resume content collection.

Narrowing down the cause

Use three signals together: the players portal's **last-seen and status**, the **on-screen badge**, and the **logs the player reports to your CMS**. Between them you can usually tell whether an issue is network, content, or licensing before touching the device.

STILL STUCK?

Ask the team via xiplay.app/contact — replies within one business day. Include the device MAC, your Xibo® CMS version, and what the on-screen badge shows.

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