# Barix RetailPlayer Update




Barix has diversified the hosting structure for its RetailPlayer background music platform, adding a new on-prem option for customers that wish to self-host the user management portal. Longtime Barix partner StreamGuys has taken ownership of the cloud hosting service and offers RetailPlayer as a monthly subscription, establishing a scalable and secure professional managed service with 24/7 support through a streaming and IT expert.

RetailPlayer is a globally-deployed, multi-site background music and messaging system popular with retail, hospitality, corporate and other AV verticals. The complete platform includes RetailPlayer Portal for centralized management, advanced scheduling, and status monitoring among other functions; and RetailPlayer M400, a compact streaming hardware device for location-based playout. The hardware player offers failover capability to built-in storage that houses playlists, messages and schedules, ensuring uninterrupted service.

The new self-hosting option allows businesses to operate RetailPlayer Portal on their own network infrastructure, maintaining full control and independence. This is an attractive option for corporate, financial and other institutions with sensitive data that require or favor on-prem IT solutions. Self-hosted deployments also feature REST APIs for integrations with third-party systems, including a customer’s digital signage CMS. On-prem users can also access API Keys to customize the Barix Remote Control QR Code web app for volume, channels and on-demand playback.

The transition to StreamGuys’s professional cloud-hosting structure ensures a reliable, fully-managed long-term service strengthened through in-house technical support experts and a well-maintained, consistently updated network infrastructure. StreamGuys also provides cloud-hosting service and technical support for Barix Reflector EVO, a cloud-based audio networking solution for radio broadcasters and content producers.



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“Our new RetailPlayer Hosting Structure was created to simply provide our customers with sensible service options that meet their business and operational models,” said Reto Brader, CEO, Barix. “All customers will continue to have global reach, consistent performance and a complete feature set. Our Premium model with support for advertising functions will also be available to all customers, and are our expanded partnership with StreamGuys brings their professionalism and expertise to a wider Barix customer base.”

Barix CEO Reto Brader will be on-hand at ISE 2026 in Barcelona Feb 3-6 to discuss the latest evolution of RetailPlayer among other Barix products and services.

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