

Flare Digital Signage

G-Cloud Service Definition

2026 (G-Cloud 15)

1. Service Overview

Flare is a cloud-based digital signage service, built by Pixelnebula from the ground-up. With an emphasis on ease-of-use and brand consistency, Flare is primarily designed for use as an internal communications channel, but may also be used in other environments.

The service is comprised of both a hardware and a software aspect. The hardware aspect is a display endpoint, or “Flare Box”, that connects to a TV or other suitable display to output your content. The software aspect is an online content management system (CMS), otherwise known as the “Flare management interface”, available from any Internet-connected PC, laptop, or mobile phone using a modern web browser.

Users of the service log in to the Flare management interface to upload and manage their content, which is then instantly broadcast to the relevant Flare Boxes to be displayed on their screens.

The service is enterprise-ready, utilising industry-standard security throughout, and able to work seamlessly with corporate network infrastructures.

2. Technical Requirements

- Flare Box endpoints require an Internet connection for access to the service.
- Access to the Flare management interface requires a modern browser, e.g. Chrome, Firefox, Edge, Safari.
- All communications between endpoints/browsers and the service are over HTTPS on the standard port 443. Whitelisting of our service URLs may be required depending on corporate network policies.

3. Data Storage & Backup

All content and user data is stored within the UK. The only circumstances where data may travel outside of the UK are:

- Where a Flare Box or user establishes a connection to our services from outside of the UK (data transit only).
- Where data is sent to a data sub-processor for the purposes of providing and supporting the service (any sub-processor will be located in territories where an ‘adequacy decision’ is available, or engaged using Standard Contractual Clauses).

Cross-site content and database backups are performed automatically using secure replication systems.

4. Disaster Recovery & Data Restoration

We maintain detailed disaster recovery and business continuity plans which are regularly tested and updated as required. In the event of a full loss of service, we're able to perform a full restore to our disaster recovery region within 12 hours.

Although no action is required by users following a major service loss event, we will provide regular updates throughout the course of the event.

5. Availability & Support

Our hosting provider has an availability SLA of 99.99% - we aim to hit this level (and do regularly exceed it) with redundancy at every layer of the Flare service.

We closely monitor our servers to ensure that any networking or hardware issues do not impact your ability to use the service.

The availability SLA does not include scheduled maintenance periods which are performed outside of UK business hours. If a Flare Box loses connectivity to our servers due to maintenance or a network/infrastructure issue, it will continue to play the content it has and attempt to reconnect periodically.

Support is available 24/7 by phone, and during business hours (9-5 UK) using our email ticketing and in-app chat support channels. All support costs (excluding on-site) are included as part of the licence cost.

6. Pricing

Please see the G-Cloud Price List attached to the service entry for full details on licence costs and discounts.

Note: compatible endpoint hardware is required for content display – please contact us for up-to-date information.

7. Ordering & Payment

All orders must be supported with a valid purchase order for the quoted amount. Following shipment of endpoints and/or activation of licences, an invoice will be raised with payment terms of 30 days from the invoice date.

A service agreement will be provided when the first order is placed, to be signed by both parties, outlining the service basis and the terms and conditions (these can be found in the G-Cloud Terms & Conditions document attached to the service entry).

8. Implementation Approach

Flare has been designed to support a number of deployment approaches. Most of our clients opt to self-install the Flare Boxes using a one-touch configuration approach, but on-site installation support can be provided where appropriate.

We'll work with you to identify and accommodate any additional requirements you may have (e.g. custom content design and development) and will configure the Flare management interface with a single administrative user prior to the service start date.

9. Onboarding

We pride ourselves on supporting every client during the initial rollout process and beyond. We'll advise on requirements for installation and configuration on your network and provide a free online training session to get you up and running with Flare. We also have a range of self-guided support resources, including an online knowledge-base and in-app product tours.

10. Termination & Offboarding

The issued service agreement will indicate the contractual start and end dates for licensing the service. The service can be renewed or terminated through written notice prior to the contractual end date.

Upon termination, users may request export of their data free of charge within a 60 day period following the contractual end date. Users will still be able to access the system during this time, but will not be able to create new content, and any screens registered to the account will stop displaying content.

60 days following the contractual end date, user access to the system will be revoked and all data deleted. There are no additional charges associated with the contract ending.

Please refer to the G-Cloud Terms & Conditions document attached to the service entry for more details of licensing durations and notice periods.