

Pressrelease

Borlänge, 23 February 2026

Smartsign partners with Standout Capital to accelerate growth

Smartsign, a leading Nordic digital signage software provider with customers in 30 countries, is entering its next growth phase through a new partnership with Standout Capital, which will become the majority shareholder. Chairman Johan Peters and the management team will reinvest and remain significant owners.

Founded in 1998, Smartsign has evolved from a Swedish software pioneer into a global platform serving approximately 3000 customers. Its cloud-based and on-premises solution enables organisations to securely create, manage and scale digital content. With broad hardware support and extensive integrations, Smartsign serves customers across the public sector, industry, retail, healthcare and corporate communications.

Smartsign has delivered strong organic growth and consistently outperformed the digital signage market. Together with Standout Capital, Smartsign will strengthen its Nordic position, accelerate European expansion, and continue investing in product development.

“For our customers and partners, this is about continuity and momentum. The same people, the same platform and the same commitment to long-term relationships. It means stability in what works today and a greater capacity to develop what comes next.”

– Johan Peters, Chairman of Smartsign

With this partnership, Smartsign gains both strategic support and financial strength, and the ambition is clear: to grow responsibly, invest further in innovation and support, and build an even stronger platform for customers and partners in the years ahead.

“This is not a change of direction. It is a reinforcement of it. We are proud of what we built, and excited to take the next step. Standout Capital brings the experience and perspective we need to scale internationally while staying true to who we are.”, Peters added

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About Smartsign

Smartsign provides digital signage software that enables organisations to create, schedule and distribute content to digital displays, all with the goal of helping customers get their message through, with ease. The company serves approximately 3,000 customers across 30 countries and is headquartered in Borlänge, Sweden.

www.smartsignmanager.com

About Standout Capital

Standout Capital is a Stockholm-based private equity firm investing in growing Nordic tech companies. As an active owner, our mission is to support outstanding companies to grow and succeed. Standout Capital’s overall idea is to invest in digital transformation in business and society. The founders and investment team build on experience in entrepreneurship, investments and finance.

www.standoutcapital.com