

# Directable Inc. Launches Free Vega-Compatible Digital Signage Player on Amazon

*Directable becomes one of the first signage platforms to support Amazon's new Vega OS, with support for the Fire TV Stick 4K Select and Fire TV Stick HD*

RENO, NV, UNITED STATES, August 10, 2026 /EINPresswire.com/ -- Directable Inc., a digital signage solutions provider, today announced the launch of the Directable TV Pro Digital Signage Player on Amazon. The player is free and supports Vega, Amazon's new Linux-based operating system built to replace the Android-derived Fire OS on future Fire TV devices.

Vega marks a major shift for Amazon's streaming hardware. The first device to ship with Vega was the Fire TV Stick 4K Select (2025), followed by the Fire TV Stick HD (2026). Directable has rebuilt its signage application against Vega Developer Tools, making it one of the few digital signage platforms ready for Amazon's new OS.



"Most signage solutions force you to choose between affordability and quality," said James Bratsanos, CTO of Directable Inc. "With Vega, Amazon is moving away from the APK sideloading approach that many low-cost signage deployments rely on. The Directable TV Pro is free, built natively for Vega, and available on Amazon—so businesses no longer need a big budget or a technical team to get started, and they don't have to worry about their hardware becoming



The Directable TV Pro is free, built natively for Vega and is available on Amazon"

*James Bratsanos, CTO*

unsupported."

For businesses and IT teams, Vega support is more than a convenience. Because Vega blocks sideloading entirely, applications must be rebuilt for the new OS using React Native or web technologies. Directable's Vega-native player is built on this future-proof path, while many competing signage workflows still depend on APK sideloading onto existing Fire OS devices, a deployment method with a limited shelf life as Amazon confirms all future Fire TV Sticks will run Vega.

The Directable TV Pro Digital Signage Player is available now at no cost on Amazon at [amazon.com/Directable-Pro-Digital-Signage-Player/dp/B0DQ6QVND9](https://amazon.com/Directable-Pro-Digital-Signage-Player/dp/B0DQ6QVND9). For more information about Directable Inc. and its signage platform, visit [www.directable.com](http://www.directable.com).

#### About Directable Inc.

Directable Inc. builds digital signage solutions that help businesses communicate better with on-screen content. From retail and hospitality to corporate offices and public spaces, Directable's products are designed to make professional signage accessible, reliable, and easy to manage.

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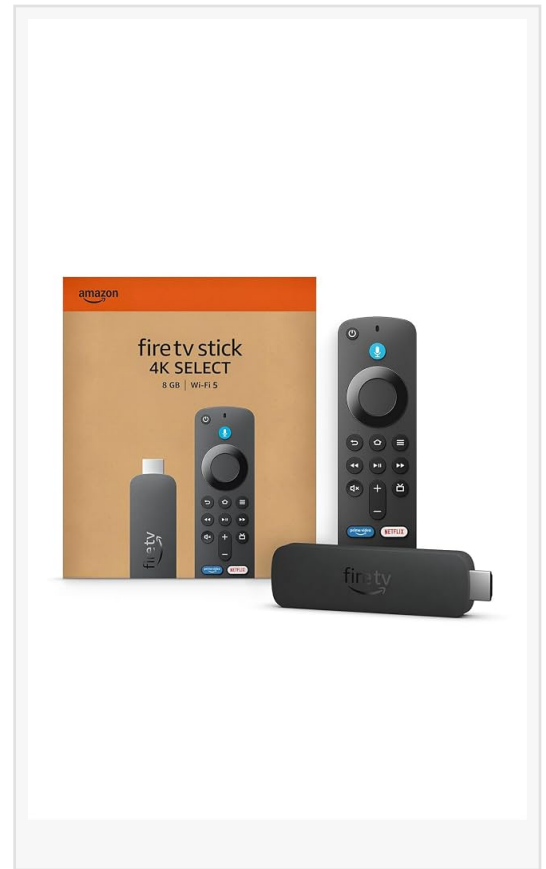
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