



Roku Announces BrightSign Digital Sign and Kiosk Controller

BrightSign Makes Interactive Merchandising Experiences a Snap

PALO ALTO, Calif., October 9, 2006 – Today Roku entered the digital sign market with the announcement of its BrightSign digital sign and kiosk controller. BrightSign is designed for small businesses, merchandising departments and retailers that want to use flat panel displays for point-of-purchase promotions. It offers an economical and turn-key solution for businesses to promote their messages on flat screen and HD displays in stores, at trade shows or other locations. BrightSign is easy to use and can be set up without an IT department. Content can be created using familiar, off-the-shelf photo or video editing tools. Common tasks like playing a looping video or slide show are accomplished by simply dragging-and-dropping files onto a CompactFlash card. But the real power of BrightSign shines with customers that want to create interactive experiences.

In addition to flexible media playback, BrightSign supports BrightScript. Roku created this easy scripting language specifically for digital sign and kiosk applications. BrightScript enables new interactive features for digital signs. For example, a simple, repetitive video loop can be turned into an attract loop that lets customers choose to receive more information on a particular topic through the touch of a button. Unlike DVD players or PCs, BrightSign with BrightScript is designed specifically to control digital signage and in-store point-of-purchase displays. BrightSign has no moving parts and does not run a full-scale operating system, making it much more reliable than other display options. It easily mounts to walls, shelves or cabinets. It connects to both standard VGA LCD monitors and high-end HD displays, and comes loaded with other connectivity options like component video, USB keyboard, analog or USB speakers, touch screen, custom button panel, IR remote control, Ethernet and serial ports.

Price and Availability

Roku BrightSign carries an SRP of \$299.99 and begins shipping on October 23, 2006. It is available through the Roku Web site at www.rokulabs.com. Volume discounts are available. Contact sales@rokulabs.com or 1-888-600-7658 for more information.

About Roku

Roku develops products and software for digital media delivery. Roku SoundBridge is the leading network music player and Internet radio line in the consumer market. Roku BrightSign sets new standards for ease of use and interactivity in the digital sign industry. Roku's OEM solutions are licensed and sold worldwide by major OEMs, such as Pinnacle Systems.

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