

# **Roku Announces BrightSign Looper Solid-State Media Player**

*Highest quality video player reliably loops video or images for an amazingly low price.*

CHICAGO, IL, September 26, 2007. Today at the In-Store Marketing Expo trade show Roku introduced the BrightSign Looper solid-state media player. The BrightSign Looper sets new industry standards in video quality for the digital signage market at a very economical price point of \$184.99 per unit with volume discounts available. The BrightSign Looper can play back MPEG-2 video or still image slide shows easily and reliably on VGA monitors or TVs. Roku's BrightSign Looper is a highly reliable and easy to use solution to replace DVD players or PCs at an affordable price. Its unique design targeted at simple, reliable and low cost implementations, making it the perfect solution for high-impact digital signs, P-O-P displays and museum exhibits.

Roku is launching and demonstrating BrightSign Looper at the In-Store Marketing Expo trade show. Demonstrations are available in Booth #245.

## **Superior Video Quality**

Unlike other flash players, the BrightSign Looper employs the highest quality video decoder and a professional-quality scaler to deliver superior video quality to mainstream displays. BrightSign Looper supports MPEG video decode with better than DVD-quality by up-scaling to 1024x768 VGA, letting you use a low-cost commodity VGA panel at higher resolutions. BrightSign Looper connects to both standard VGA and XVGA LCD monitors, or to composite or S-Video displays (via a simple adaptor). It also includes a high definition frame buffer mode for still graphics supporting up to 1024x768 resolutions.

## **Easy To Use**

The BrightSign Looper is easy to operate and customize. Simply insert a removable flash card with video or image files on it to display looping playback of video or image content. Optional playlists are also supported to tell the unit what order to playback the content in by using a simple text file that lists the file names in the order you want.

## **Replace a DVD or PC**

Unlike DVD players or PCs, BrightSign Looper is designed for industrial applications such as in-store point-of-purchase displays and museum exhibits. It has no moving parts and is designed for a large temperature range, making it much more reliable than other display options. In addition, it easily mounts to walls, shelves or cabinets.

## **Price and Availability**

Roku sells the BrightSign Looper in single unit quantities at \$184.99, and at prices significantly lower in larger volumes. The BrightSign Looper will begin shipping in volume in January 2008 and evaluation units are available now. Online information and purchasing will be available soon through the Roku web site at [www.rokulabs.com/brightsign](http://www.rokulabs.com/brightsign). For more information, please contact Karen Fore at [kfore@rokulabs.com](mailto:kfore@rokulabs.com) or sales at [brightsignalsales@rokulabs.com](mailto:brightsignalsales@rokulabs.com) or call 1-888-600-7658.

## **About Roku**

Roku develops products and software for digital media delivery. Roku BrightSign sets new standards for reliability, price, ease of use and interactivity for solid state digital media players. In addition to the BrightLooper HD100, Roku offers the BrightSign HD600 and HD2000 models with a range of interactivity and video resolution options.