

Roku Announces BrightSign High-Definition Solid State Media Player

Low cost, reliable media player targets POP displays, museums, kiosks, and digital sign markets

ANAHEIM, CA, June 19, 2007. Today at the InfoComm 2007 trade show Roku introduced the BrightSign HD2000 solid state media player. The HD2000 adds high-definition video and playlist support to the BrightSign line of media players. BrightSign also supports photos, audio and interactivity. Its simple, reliable and flexible design makes it the perfect solution for high-impact digital signs, interactive kiosks, POP displays and museum exhibits.

Roku is launching and demonstrating BrightSign at the InfoComm 2007 trade show. Demonstrations are available in Booth 14000. Roku will also be hosting a Manufacturer's Training Session on Wednesday, June 20th from 1:30-3:30pm in the San Simeon A Meeting Room. This training session, entitled "Interactive Kiosks Made Easy with Roku BrightSign", will educate customers on the new HD2000 features as well as the currently shipping BrightSign HD600.

The BrightSign HD2000 is easy to operate and customize. Simply insert a removable flash card to display looping playback of video, image and audio content using playlists. To add interactivity with button controls or touch screens, there are several options from the very simple all the way up to complete scripting. Playlists are supported, state-based tables, or BrightScript, an easy scripting language designed specifically to enable new interactive features to solid state media playback.

Unlike DVD players or PCs, BrightSign with BrightScript is designed specifically to control digital signage, in-store point-of-purchase displays, museum exhibits, and kiosks. BrightSign has no moving parts, making it much more reliable than other display options. In addition, it easily mounts to walls, shelves or cabinets.

BrightSign HD2000 connects to both standard VGA and XVGA LCD monitors and high-definition displays via component video or HDMI. Connectivity options include HDMI, component video, two USB ports (for touch screens, keyboard, mice, trackball, speakers and more), three stereo analog audio outs, SPDIF audio out, GPIO port for button or switch inputs and LED or other outputs, IR remote control, Ethernet and two serial ports.

Price and Availability

Roku BrightSign HD2000 sells in single unit quantities \$699.99, and prices as low as \$420 for 1,000 units. The HD2000 begins shipping in July 2007. It will be available through the Roku web site at www.rokulabs.com. For more information, please contact Karen Fore at karen@rokulabs.com or sales at sales@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 BrightSign HD2000, Roku offers the BrightSign HD600, which is a lower cost standard definition video player.