

BrightSign Digital Signage Networks Strike It Lucky

SARATOGA, CA October 14, 2009. Up-market bowling venues Lucky Strike Lanes have added BrightSign media players to deliver high quality video artwork complementing their trademark cocktails, private lanes and sophisticated menu. BrightSign Network Management enables art displays and promotional messages to be coordinated across North America.

Lucky Strike wanted to display static and video artwork in a new way; and update it regularly to keep the venue fresh and appealing. The goal was for each artist's work to be shown in the highest quality resolution for 8-12minutes per day, seven days a week in Lucky Strike locations. Effective management of the visual projection and playback, its timing and scheduling, was also a key requirement.

Digital signage integrator ITMIS was enlisted to design and implement Lucky Strike's vision.

ITMIS has been in the A/V and IT integration business for many years and has implemented a number of digital signage projects; however this is their highest-profile digital signage implementation so far. The company selected BrightSign media players to deliver content in four prominent Lucky Strike locations: Kansas City, MO, Los Angeles, CA, Bellevue, WA and Hoboken, NJ.

According to ITMIS' CEO Thomas Martino: *"We first came across the BrightSign players after a very positive experience with Roku's Netflix product. We selected BrightSign for this implementation specifically because it's so easy to install, configure and extend. The outstanding video quality was also a key factor; as was the intuitive remote content management solution."*

There are four BrightSign units in each of the four locations and each location supports two 20 x 12-foot HD projection screens delivering artwork directly to the bowling lanes, a 20 x12-foot 3D HD projection screen delivering the highest-quality video art to a the luxury private bowling room and a fourth 50-inch plasma display playing promotional infotainment in the entrance lobby. These digital signs are designated as ART1, ART2, LUXE and ICON, respectively. In addition, the four BrightSign units are connected to an AMX distribution system which allows Lucky Strike to selectively distribute the artwork to all the televisions in the lounge/bar areas via strategically located touch panels.

Image display in BMP, JPEG and PNG formats enables it to handle the variety of formats supplied by contributing artists. BrightSign models can also play MPEG-2 and -4 High-Definition videos at up to 1080p resolution, via component or HDMI outputs. High-definition still image modes provide versatility and reliability, making BrightSign the ideal solution to show artists' works at their best.

Networking features available on BrightSign provide an affordable and uncomplicated solution to update content from a remote location. ITMIS installed the onsite network infrastructure by simply connecting BrightSign units to the Internet and creating a central and secure Web Server running BrightSign Network Manager to network all 16 installed displays. Using Web-based technologies, Lucky Strike can easily log onto their account with BrightSign Network Manager from any Internet connected PC, to quickly and easily update content at each remote location.

By creating networking groups named ART1, ART2, LUXE and ICON, it was simple for Lucky Strike staff to manage content in individual digital signage locations at each venue. For instance, all signage in entrance lobbies are on one network group called ICON, so that when new content is sent to the ICON group, it updates all locations simultaneously with identical content. This ensures promotional messages are coordinated efficiently.

ITMIS gave Lucky Strike full training in the use of this secure Web-based application. As a result, the client is freed from the burden of infrastructure administration, but management of the artwork and promotional projections is completely under Lucky Strike's control. *"For clients like Lucky Strike we use BrightSign exclusively and its bundled networking makes remote configuration and management a breeze"*, says Thomas Martino.

With network-managed digital signage, Lucky Strike can run its ever-changing lane-side art exhibition throughout the whole of continental North America, coordinated from wherever an Internet connection is available. Lucky Strike is bringing art and advertising to a growing and appreciative audience in its upscale boutique bowling alleys.

"BrightSign met all the needs of this project and enabled us to exceed all Lucky Strike's expectations", concluded Martino, *"And there have been unforeseen benefits for our company. From our perspective, we were so impressed with BrightSign that we've added digital signage to the range of services we offer, spearheaded by BrightSign as our exclusive solution."*

The implementation has proved so successful that plans are underway to implement BrightSign solutions in additional Lucky Strike locations.

About ITMIS

With clients nationwide, and in locations including Beverly Hills, Burbank and New England as

well as its New Jersey home, ITMIS Inc. is a full-service IT company and digital signage integrator. They specialize in design, implementation, support and project management of network topology infrastructure and architecture.

For further information contact Thomas Martino at tmartino@itmis.com

About Lucky Strike Lanes and Lounge

With 19 venues throughout North America and Canada, Lucky Strike Lanes & Lounge is a chain of upscale bowling lounges featuring a cool, hip ambience. The concept debuted in 2003, when Lucky Strike opened its first location in Hollywood, CA. The combination of nostalgic "Great Lebowski" fixtures, neon signs and original artwork, together with innovative and premium quality cuisine, has been rolled out to 19 locations throughout North America - from Boston, MA to Miami, FL, and from Los Angeles, CA, to Toronto, Canada. Each location features an upscale bowling lounge with 12-24 lanes, a large high-energy bar, a sophisticated audio/visual system, and a full sit-down menu with dining capacity of 75-120 customers.

More information is on the Lucky Strike web site: <http://www.bowlluckystrike.com>

About BrightSign

BrightSign is a division of Roku, Inc. and based in Saratoga, California, BrightSign develops products and software for digital signage. BrightSign solid-state digital sign controllers set new standards for both standalone and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity.

More information is on the BrightSign web site: <http://www.brightsign.biz>