

BrightSign earns a place in Netherlands' history of sound and vision

A huge video wall, powered by synchronised BrightSign interactive media players, has been wowing visitors at the Institute of Sound and Vision

Cambridge, UK, 10 November 2009. BrightSign digital signage players are delivering synchronised video and still images with stellar quality for a 20m panoramic display at the Netherlands Institute for Sound and Vision (Beeld en Geluid) in Hilversum.

Well-known to those familiar with old-fashioned radios, Hilversum is the Netherlands' major centre for broadcast media production. Here, the "Beeld en Geluid Experience" offers 250,000 visitors per year a permanent exhibition of 15 themed multimedia areas. Temporary exhibitions complement the permanent displays, and one of the most popular shows this year is introduced via a huge panoramic video wall.

To drive this eye-catching and entertaining exhibit, six Full HD BrightSign Media Players were supplied by system integrator Visual Hardware Services BV. Each unit delivers 1080p resolution output to a video projector. By dividing each screen into 24 zones, tiled six horizontally by four vertically, the exhibit simulates a long video wall of 108 individual displays. Video and moving still images tell the story of one of the Netherlands' best-loved entertainers, and are displayed along the timeline of his 40-year career.

Five of the BrightSign players are synchronised to the sixth, which operates as the master unit. Slave players are linked so that they get a simultaneous start command when the exhibit is refreshed. During playback they all run according to their own schedule and timing.

BrightSign makes the configuration of zones and synchronisation of players outstandingly easy, as Ton Stoelinga, Marketing and Sales Manager at VHS, explained: *"BrightSign is the best product for the best price on the market today. With BrightSign we can provide a solution that would have cost easily twice or three times the amount required using other media players. And it is so versatile, we can adapt it to almost any project. It's a universal media player for many, many applications."*

What is more, BrightSign is highly reliable, thanks to its solid-state platform and slim, robust operating system designed specifically for digital signs. As a result, the panoramic display is operating flawlessly – even surviving the record-breaking attendance.

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>

For European sales inquiries, please email Pierre Gillet: pgillet@roku.com.

About VHS

Visual Hardware Services BV, (VHS), has served the audio visual and event projection market throughout the Netherlands over many years. VHS is an independent supplier of fully integrated control and data display systems, performing the design and engineering of complete mixed media systems. Systems may be installed on a temporary basis, e.g. exhibitions and congresses, but the focus is on permanent, fixed installations for national and international customers. For system design and integration, VHS works closely with leading suppliers in the AV field, including companies such as Roku. VHS also provides sales and distribution of the BrightSign range of Media Players throughout BENELUX countries. VHS is financially a completely independent company, with a very strong belief in engineering and supplying fully integrated systems, distributing only the best products available on the market, and full supporting them throughout their lifetime. For further information, please visit www.vhs-bv.nl.

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