

# BrightSign Informs & Entertains at the London Aquarium

*Sea Life exhibits along with BrightSign displays make learning fun*

**London, UK, 28 September 2009** - BrightSign media controllers are delivering compelling messages about marine biology and conservation at the Sea Life London Aquarium, which re-launched in April 2009 following a multi-million pound refurbishment. Eighty of the BrightSign HD110 units provide interactive looping signage, primarily as electronic labels on tanks that are home to thousands of marine mammals, fish, turtles, seahorse and octopuses.

BrightSign players are delivering the same benefits at other Sea Life attractions throughout Europe, including 15 BrightSigns at Legoland Germany and 30 of the units in Sea Life Portugal.

Each controller drives an HD LCD display built into a bespoke metal enclosure; designed, integrated and installed by audio visual experts Digital Antics. The fish-tank label display is divided into two zones. A narrow menu area shows images of all the species in the particular enclosure whilst the majority of the screen gives visitors a detailed profile of each sea creature in turn. At pre-set intervals of time, the BrightSign driven digital signs highlights a different fish in the tank. The display enhances the learning experience by providing interesting details on its life and habitat in stellar HD image quality that rivals the live fish exhibits themselves.

As well as outstanding image quality, the BrightSign player's zones feature offers a rich and vibrant display of multiple impressions on a single screen. Full screen and multi-zone screen playlists are easy to create using the included BrightAuthor software application, helping to ensure an informative and fun learning experience for visitors of all ages.

And, with 750,000 visitors each year coming to Sea Life's premier UK attraction, BrightSign's signature reliability will inform and entertain them non-stop, every day except Christmas Day, for years to come. The players' all-solid-state platform and its slim, robust operating system are designed specifically for digital signs rather than complex PC applications.

**ENDS**

### **About Digital Antics**

Providing specialist technology and software solutions to a wide range of clients since 2003, Digital Antics Ltd provides a range of audio-visual services to support conferences, live events, award ceremonies, theatre productions, exhibitions, trade shows, product launches, business meetings and point of sale displays. The company supplies super-widescreen presentation graphics solutions, message display software, public-access interactive kiosks and many other imaginative solutions. Our inventive use of technology, unique mix of audio-visual technical knowledge and computer programming skills means that we are ideally placed to service any creative challenge.

More information is available at <http://www.digitalantics.co.uk>

### **About Sea Life London Aquarium**

Part of the Merlin Entertainments Group, the recently refurbished Sea Life London Aquarium is home to one of Europe's largest collections of global marine life and the jewel in the crown of the group's 28 Sea Life attractions in the UK and Europe. Situated in on London's South Bank, the experience takes visitors on an immersive and interactive journey along the Great Oceanic Conveyor.

Sea Life champions the cause of marine conservation, through education, awareness and, wherever possible, direct action.

More information is available at <http://www.sealife.co.uk/london>

### **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 available at <http://www.brightsign.biz>