

Live video module and new authoring software make BrightSign better, easier to use

Enhancements to debut on Booth #2072 at InfoComm 09, June 17-19 in Orlando, Florida

SARATOGA, CA June 9, 2009. BrightSign is using the world's largest professional AV congress, InfoComm, to preview two substantial enhancements to its BrightSign range of digital media players. BrightSign's InfoComm booth #2072 will demonstrate a new live video support module along with BrightAuthor - a new desktop application to easily create playlists. Both additions work with BrightSign's range of low cost, high definition, solid state, digital signage players.

Live Video Feed Module

The new Live Video Module enables live video to be played back on BrightSign and mixed with recorded BrightSign content including video, still images and animations. The live video playback can also be mixed with other content sources including Internet delivered content and SD flash card content. Live video can be displayed in full screen or within a zone display while other content sources play around it. Brightness, contrast, saturation and hue of the input video are all adjustable.

This small 4.5 x 3.2 x 1.2in (115 x 80 x 30mm) module offers S-Video and Composite video inputs with support for NTSC, PAL and SECAM, as well as left and right audio channel RCA jacks.

Requiring no external power source, the adaptor is connected and powered by a USB connection to BrightSign HD810 and HD1010 models.

Evaluation samples are available now, and single unit pricing will be approximately \$150.

BrightAuthor

Also new, the BrightAuthor PC application is being introduced to make it easier to create playlists and improves the accessibility and implementation of existing BrightSign features. Its simple tools and wizards take users step-by-step through the process of creating presentations. Effortless zone templates and custom layout tools are provided, helping content authors make eye-catching displays without manually configuring coordinates and image sizes.

BrightAuthor supports scheduling and day-parting of multiple playlists in a simple calendar format, eliminating the need to create playlists manually. And, completed presentations are quicker and easier to prepare for publication, as the software automatically creates the playlist file and bundles it with the selected content, ready to drop onto an SD card for BrightSign playback.

The software is compatible with all BrightSign compact-size models. BrightAuthor will be free of charge to BrightSign customers, re-emphasizing the BrightSign commitment to providing all-in-one solutions for digital signage with no hidden fees. Evaluation versions will be available in July, with official release planned for the third quarter of 2009.

BrightSign Overview

BrightSign's family of five compact-sized digital sign and kiosk controllers are designed with individual features that target the most popular types of applications. Rather than offering fully loaded models with features that may not be necessary for all applications, each model is packaged with specific software and hardware capabilities so customers pay only for the features they need and save money in the process.

Each model delivers trademark performance, reliability and ease of use - all without the complexity of PC-based solutions. All models benefit from unparalleled 1080p HD video quality and each support Zones as a standard feature to playback multiple content windows on a single screen. BrightSign packs a powerful set of advanced features into its compact size including interactivity with buttons, touch screens and more, synchronization support to create video wall displays, scheduling features to target content playback effectively, and networking options for remote content updates.

About BrightSign

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 stand alone and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity. Online information about BrightSign units is available at www.brightsign.biz. For sales inquiries, please contact sales@brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally.