

Roku Adds FrameChannel to BrightSign Digital Signage Players

Frame Media Partnership Provides Affordable, Ready-Made Streaming Content for BrightSign Users

LAS VEGAS, NV February 25, 2009 – Today at Digital Signage Expo, the premier Digital Out-Of-Home industry conference, Roku announced the availability of Frame Media’s FrameChannel content with its networked high-definition BrightSign digital signage solutions. The newly available combination of BrightSign digital signage control solutions with FrameChannel content deliver flexible digital messaging capabilities with streaming content such as news, weather and more.

“We are thrilled to be working with Roku and the BrightSign team” commented Alan Phillips, Frame Media’s CEO. Mr. Phillips commented further, “the feature-rich BrightSign HD players coupled with FrameChannel content delivers a complete, ready to implement digital signage solution. Users simply select relevant content channels to playback over the networked BrightSign unit and complement it with their own messaging content to reach their audience in a meaningful way.”

According to Anthony Wood, CEO and founder of Roku, “FrameChannel provides Roku with an even stronger value proposition for our users who are seeking cost effective digital signage content.” Mr. Wood also said, “By pairing a ready-made content solution with BrightSign networked digital sign controllers, we’re able to provide users a way to easily implement an affordable, rich media display without the complications of a PC-based solution.”

Streaming Content Resource for Meaningful Digital Signage

FrameChannel is a low cost content service that allows a business to display timely messages, products, and services at any Internet-enabled location around the world. The FrameChannel user can take advantage of Frame Media’s vast array of timely up-to-the-minute content including weather, news, traffic, finance, and RSS feeds, as well as thousands of other available Internet sources. A user can also develop custom

content using simple templates and other standard business software tools.

FrameChannel is available world-wide in four major languages with content from virtually every country. Users can manage their content for any and all globally located displays from any other Internet location.

The BrightSign HD2000, HD1010 and HD210 are fully integrated; high-definition digital sign controllers that offer plug-and-play networking to streamline content management for robust, high-impact digital sign and kiosk applications. When combined with FrameChannel content these units allow the user to create powerful and affordable digital signage across a wide range of display platforms, from 22 to over 60 inches. Roku is demonstrating its BrightSign networking solution with FrameChannel content in Booth #1919 at the Digital Signage Expo in the Las Vegas Convention Center February 25-26th.

About Roku

Roku develops products and software for digital media delivery including digital signage in Saratoga, CA. BrightSign solid-state digital sign controllers set new standards for both individual and networked digital signage applications with its superior HD video quality, reliability, price, ease of use and interactivity. Online information of BrightSign units is available at www.brightsign.biz. For sales inquiries, please contact sales@brightsign.biz or call 1-408-852-9263 in the USA and +44-1223-911842 internationally. For information about our BrightSign partner program, please visit www.brightsign.biz/partners.php.

About Frame Media, Inc.

Frame Media is the leading platform provider for content delivery to wireless digital picture frames and connected gadgets. Its flagship product, FrameChannel, can be branded and tightly integrated to work with any Wi-Fi or Internet enabled photo frame, media player, or connected gadget, transforming these devices into dynamic information appliances. With FrameChannel, a frame/display owner can program a unique stream of content that is updated dynamically, marrying their own custom content, messaging, or photos with fresh content from a library of hundreds of channels including news, sports, weather, traffic, stock quotes, horoscopes and imagery from leading photographic collections. For more information please visit www.framemedia.com. Frame Media can be reached at info@framemedia.com or 718-235-3006.

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