Roku Announces New BrightSign Digital Signage Product Line

Wide-range of five new non-PC digital signage solutions deliver full HD quality in a new compact size to meet specific applications.

SARATOGA, CA January 26, 2009. Roku has expanded its BrightSign family of non-PC digital signage and kiosk controllers by introducing five new true-HD and compact-sized models with individual features that target the most popular types of applications. The new product line-up comprises an aggressively priced standalone player handling looping HD video and playlists; two new models adding basic or advanced interactivity; and two players with simple or advanced networking for remote content delivery and reporting. All the new models offer a complete, powerful, dependable solution inside a compact package around half the size of current BrightSign players. They are unobtrusive and easy to integrate into applications.

The aim is to extend Roku's trademark performance, quality and reliability to users who may not require the full capabilities of existing BrightSign players. As the company's founder and CEO Anthony Wood explained: *"By creating a product line of five new BrightSign models, we've taken our products to a new level. Rather than offering fully loaded models with features that may not be necessary for all applications, we've packaged each model with specific software and hardware capabilities that we've found are most popular to the wide range of digital signage applications out there.*

"Now you only pay for what you need and save money in the process." concluded Wood

Looping HD Video and Playlists

The new BrightSign HD110 provides a compact suite of features allowing basic looping video presentations - either in full-screen mode, or using zones to place multiple content windows, including video, still images and text tickers, on a single screen. Content is defined through playlists and updated by inserting new content into the player's SD card slot. Offering true HD, performance of this compact and aggressively priced package is equal to more fully featured players.

Interactivity and Control

BrightSign HD410 and HD810 models enable more engaging signage and kiosk functionality by the addition of interactivity and control along with the zone and playlist functions of the HD110. The HD410 provides button interaction via GPIO (general purpose input / output) and serial ports; furthermore, multiple displays can be synchronized, for example to create video walls.

Complete interactivity, live video feeds and wider A/V options are provided by the HD810. In addition to the functions of the HD410, it also includes touch-screen interactivity, built-in support for USB devices such as mice, keyboards and speakers, and a component video output. Further A/V options are enabled through an optional expansion module and a live video feed can be supported with a simple USB adaptor.

Networked Solutions

From basic looping video to fully interactive solutions, the new BrightSign networked models HD210 and HD1010 allow content to be delivered remotely and provide a variety of remote management and reporting functions. Both models support the full range of BrightSign networking options, allowing customers to readily configure and manage digital signage networks using Roku's software or scripting. Options include BrightSign Network Manager – a secure Web-based application available free of charge to customers installing it on their own servers, with an all-in-one hosted service also available as an option through a low-cost subscription. A second networking option called BrightSign Simple Networking offers a simpler, less feature-rich solution, which is also free of charge.

The HD210 supports all the features of the HD110 and adds remote content updates, RSS feeds for news, weather and more, along with networking groups to target content updates and real-time reporting for ad playback confirmations. Security and reliability are boosted by BrightSign networking's world class security, authentication, and redundancy and failsafe modes

For the most advanced applications, top of the range HD1010 models deliver the complete array of features of the BrightSign family. There are comprehensive and customizable interactive controls, fully-featured zones, synchronization and scheduling, along with support for the A/V expansion module. Networking provides for remote content delivery, and the BrightSign HD1010 additionally offers Wi-Fi networking capability and facilities for live video feeds.

High Quality Non-PC Platform with Powerful Features as Standard

All new models benefit from unparalleled video quality, highly relevant digital signage and kiosk functions - without the complexity of PC-based solutions. Their simple plug-and-play platform makes it easy to create engaging, innovative display experiences with many of today's standard media files, now including MPEG-4 part 10/H.264. Playback is also made simple using SD cards containing content and playlists. No special software, complicated applications or IT department support are needed.

With Zones a standard feature across all the new BrightSign models, compelling displays are easily achieved. Along with synchronization support to create video wall displays and scheduling to target content playback effectively, BrightSign packs a powerful set of features into a reliable solid-state platform.

Pricing and availability

Standard retail prices range from $285 to $650 and there are volume and partner discounts available. All BrightSign products can be purchased through qualified channel partners, distributors and integrators as well as online for low volume orders at a new dedicated web site: www.brightsign.biz; or by contacting our worldwide sales team at sales@brightsign.biz.

The new models will be exhibited at Integrated Systems Europe, running from 3-5 February 2009 in Amsterdam (Booth no. 12C79) and on Booth 1919 at Digital Signage Expo, Las Vegas, 25-6 February 2009.

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 video quality, reliability, price, ease of use and interactivity. Online information of BrightSign units is available at www.brightsign.biz. For sales inquires, please contact sales@brightsign.biz or call+1-408-852-9263 in the USA and +44-1223-91-1842 internationally.
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