

# BrightSign

Press Contact: Peter van der Sluijs  
Neesham Public Relations  
Tel: +44 (0) 1296 628180  
Email: [peter@neesham.co.uk](mailto:peter@neesham.co.uk)

**Stand 12F84, Integrated Systems Europe, 2-4<sup>th</sup> February 2010, RAI Amsterdam, NL**

## **BrightAuthor 2.0 Enhanced With Interactive Playlists & Network Manager Features**

### ***Simple Software Takes the Guess Work Out of Creating and Publishing Presentations***

**AMSTERDAM, Netherlands, 2 February 2010** - BrightSign is introducing a brand-new release of its BrightAuthor software – a central interface to create, publish and network digital signage displays. BrightAuthor 2.0 makes it easier than ever to create full screen and multi-zone playlists for looping displays, and to implement BrightSign features such as day-parting and simple networking.

Designed for either stand-alone or networked digital sign controllers, BrightAuthor 2.0 acts as the core for all BrightSign operations, supporting local-area networks, simple Internet content deployment and secure hosted content services as well as manual deployment using memory cards.

The free-of-charge BrightAuthor PC application includes preset multi-zone templates in addition to custom screen layouts, drag and drop playlist creation and a multitude of playback options including slide transitions and background images.

According to BrightSign CEO Jeff Hastings: *“BrightAuthor takes the guesswork out of creating and publishing presentations. Using intuitive templates and tools, customers can make their own presentations and be assured that the project will successfully run on their BrightSign units. What’s more we provide the software at no cost, unlike many of our competitors who make additional charges for authoring applications.”*

# BrightSign

This latest version 2.0 of BrightAuthor adds the facility to create interactive playlists using the graphical interface, eliminating the need to use text files and commands. It makes it simple to add triggers or buttons on touch screens, through which users can initiate the playback of image, video or sound content files within playlists. In addition to looping multi-zone playback, users can now create multi-zone presentations featuring interactivity.

Also added in the new release is support for BrightSign's comprehensive subscription-based hosted networking solution, BrightSign Network. BrightSign Network is the all-inclusive networking solution for delivering remote content to one or one hundred units. High security and fail-safe features ensure minimum down-time, maximum dependability.

All the tools necessary to manage and maintain BrightSign Networks are available via a secure logon from the new BrightAuthor 2.0 PC interface. This enables users to create interactive presentations, send content updates remotely, schedule updates, manage multiple groups of displays, obtain reports and monitor network health in real-time - all from the same central application.

In addition, BrightAuthor 2.0 has added the ability to synchronise multi-screen displays via Ethernet connections, making it easy to create video wall applications.

There is also newly-available support for live video and networked content feeds such as SignChannel and RSS. Content authors can simply drag and drop these sources onto multi-zone, full-screen or interactive playlists, creating new possibilities for localisation and dynamic signage, for example including news, traffic and weather feeds.

BrightAuthor 2.0 is available to all BrightSign users and runs on standard Windows PCs under XP, Vista or Windows 7 operating systems. Presentations can be deployed to BrightSign HD110, HD210, HD410, HD810 or HD1010 players over a network or via either Secure Digital cards or USB memory sticks.

# BrightSign

## 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](mailto:pgillet@roku.com).

t0101ro

