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For Immediate Release**

BrightSign Announces ReflectView Software Support for its Network-enabled Digital Signage Media Players

Reflect Systems Customers Can Now Add, Control and Manage BrightSign Units on their Digital Signage Network for a Reliable and Affordable non-PC Solution without Compromising on Features

LAS VEGAS, NV (February 23, 2010) -- [BrightSign](#) announced today that its network-enabled digital signage controllers, Models [HD210](#) and [HD1010](#), now support [Reflect Systems' ReflectView 5](#), a leading enterprise on-premise and SaaS-rich media solution. Known worldwide for setting the standard for feature-rich, non-PC digital sign and kiosk controllers that are easy to use, BrightSign provides new and existing ReflectView customers with the reliability of a non-PC digital signage player solution. BrightSign also packages each of its scalable models with specific features and connectivity options, so customers only pay for the capabilities they need.

Combined, the ReflectView software and BrightSign controllers provide retailers and network operators with the ability to integrate and manage all aspects of their digital signage solution--from content organization to scheduling, updating and monitoring media playback across a few to thousands of connected devices from a centralized, scalable system. Reflect Systems will be showcasing the ReflectView/BrightSign digital signage solution during DSE 2010 February 23-25 at Booth #1627 in the Las Vegas Convention Hall.

Currently powering over 175,000 active displays, the ReflectView software suite is a proven solution that is used by industry leaders such as Best Buy, GameStop, Target, and Verizon Wireless for delivering in-store digital media to thousands of locations.

ReflectView's support for BrightSign controllers was achieved through the collaborative efforts of the two companies and involved ReflectView Server communicating with BrightSign's digital signage controllers.

"Because both companies are committed to delivering turnkey solutions that are scalable and flexible, the project was a success," said Jeff Hastings, BrightSign CEO. "With the compatibility tests performed by both companies, ReflectView users can be assured that the software and media players provide the performance and reliability they need now and the scalability to upgrade as their needs change."

"Our goal has always been to maintain an open architecture and to provide flexible solutions for our clients," said Rick Mattock, CTO & EVP Operations for Reflect Systems. "We're impressed with the work

BrightSign did to enable integration with ReflectView and pleased that the BrightSign digital sign controllers offer our customers such a compelling option for their infrastructure needs for HD media and interactive applications."

Availability, Pricing

BrightSign video players and kiosk controllers are available from the [BrightSign Store](#) with prices of US\$399.99 for the HD210 network-enabled dedicated looping media player and US\$649.99 for the HD1010 advanced networked digital sign and kiosk controller interactivity and a complete set of A/V options and accessories.

About Reflect Systems

Reflect Systems provides digital media software and services for retailers and other organizations using digital signage and interactive applications. From strategic planning and deployment of networked solutions to content strategies and tactics, Reflect provides a proven approach to maximizing effective results for rich media promotions with digital signage, mobile and interactive applications. Reflect Systems, based in Dallas TX, is privately held. For more information, visit www.reflectsystems.com.

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 Aaron Taylor at ataylor@brightsign.biz or sales@brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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