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For Immediate Release**

## **BrightSign Controllers Deliver Synchronized, Interactive Displays for Peeps & Company Flagship Retail Store**

***Easily Updated by Store/Product Managers to Reflect Seasons, Holidays  
and Changing Product Requirements***

**LAS VEGAS, NV (February 23, 2010)** -- Visitors to candymaker Just Born, Inc.'s first retail store, Peeps & Company™, in National Harbor, MD experience much more than a five-foot replica of Peep, the chick-shaped marshmallow Easter favorite the company first introduced in the 1950s. Customers are greeted by a series of large, interactive digital displays on the walls throughout the store that are managed by [BrightSign](#) digital sign controllers. To deliver a truly immersive customer experience, the various display messages, music and sounds are synchronized with the designs on the ceiling-mounted LED displays.

RTKL, Inc.'s Special Systems Design Group, an expert in experiential media design, lighting and technology, designed and developed the Peeps & Company flagship retail store. In addition to Just Born's full line of candies, the store offers everything from "DC Peeps" sweatshirts to chinaware and one-of-a-kind artwork. To meet Peeps & Company's requirements for a complete wall panel display sign system synchronized with a ceiling-mounted LED lighting display, RTKL selected BrightSign high-definition controllers.

The innovative ceiling RTKL developed is illuminated by thousands of multi-chromatic LEDs featuring the glowing Peep and the overall environment. The ceiling display changes color and mood to reflect the different seasons and highlights the assorted brands. Special music, background tones and video clips were developed for each brand, creating a choreographed poly-phonic narrative that captivates shoppers in sensorial delight.

The five wall-mounted displays use BrightSign controllers to manage and play back videos of Just Born's various candy brands including MIKE AND IKE®, HOT TAMALES®, PEANUT CHEWS®, TEENEE BEANEE® Jelly Beans, and seasonal PEEPS® brand marshmallow candies.

All five of the BrightSign digital display controllers are synchronized to a sixth BrightSign controller, which operates as the master unit. Using a serial connection, commands are sent to change the patterned ceiling display and to coordinate the video playback of the wall-mounted displays. The slave players are linked so they receive a simultaneous start command when the exhibit is refreshed. During playback, however, the players all run according to their own schedule and timing.

With all of the displays controlled by a centralized master control unit, Peeps & Company store and product managers can quickly and easily make updates and revisions for seasonal, holiday and product changes without extensive IT and graphics training.

BrightSign's BrightAuthor software is used to create the synchronized playlists, control access and allow authorized users to upload audio-video changes and playback sequences in near real-time.

Kathy Bassininski, who oversaw the creation of the Peeps & Company store for Just Born, said the new retail site is an excellent tribute to the chick- and bunny-shaped marshmallow confections and shoppers come to the store as much for the overall shopping experience as the great products.

### **Availability**

BrightSign video players and kiosk controllers are available from the [BrightSign Store](#) with prices ranging from US\$284.99 for the HD110 digital sign player to US\$649.99 for the HD1010 advanced networked digital sign and kiosk controller.

### **About RTKL:**

RTKL is a worldwide architecture, engineering, planning and creative services organization. Part of the ARCADIS global network since 2007, RTKL specializes in providing its multi-disciplinary services across the full development cycle to create places of distinction and designs of lasting value. RTKL works with commercial, workplace, public and healthcare clients on projects around the globe. [www.RTKL.com](http://www.RTKL.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](http://www.brightsign.biz). For sales inquiries, please contact [sales@brightsign.biz](mailto:sales@brightsign.biz) or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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**Editors' Note:** For photos of the Peeps & Company installation or more information, contact Andy Marken, Marken Communications, Inc.; (408) 986-0100 or email [andy@markencom.com](mailto:andy@markencom.com).