

BrightSign Controllers Take the Complexity Out of France's Largest Retail Digital Signage Network

1,500 BrightSign Players Drive Over 3,000 Displays in 80 FNAC Stores

AMSTERDAM, 2 February 2010 – BrightSign announced today that 1,500 BrightSign networked sign controllers have been installed at 80 FNAC retail stores throughout France. FNAC is an international entertainment retail chain and the one of the largest retailers of its kind in France. With the BrightSign players driving more than 3,000 FNAC displays, BrightSign plays a key role in the largest retail digital signage network in France.

FNAC wanted full HD video and image-quality digital sign displays installed across all 80 retail stores in France for in-store promotions including ticket sales, TV sales and other products. The company also wanted the displays managed on a digital signage network to provide simple, easy updates on a daily basis.

TMM Communication was selected for the project because they differentiated their proposal by offering BrightSign players with a solid-state platform. The solid-state design provides higher reliability, supports networking for remote updates and is significantly more affordable than PC-based solutions, both on unit pricing and network service pricing. In addition, TMM offered to develop a unique software interface.

"With its extremely reliable and feature-rich solid-state media players, BrightSign has reached a milestone in the digital signage industry as it allows system integrators to offer powerful and cost-effective digital sign solutions to retailers like never before." says Michel Baronnier, CEO of TMM Communication.

The 1,500 BrightSign players that drive more than 3,000 digital displays in 80 stores are all networked and managed from FNAC's head office using BrightSign Network and the interface software TMM specifically designed for FNAC.

BrightSign Network is an all-inclusive networking solution based on xml technology. The technology allows skilled software developers to easily connect to BrightSign's hosted network service to provide value-added features like the interface TMM developed for FNAC. The interface, which simplifies presentation creation and content updates, interfaces with the BrightSign Network service to ensure smooth updates without having to access all of the management features.

Unique Retail Digital Signage Applications

Each FNAC store has three specific digital sign programmes that run at full-screen and play video mixed with still images. The first is a television display. This digital sign programme utilises a single BrightSign HD1010 player to run the same HD presentation/content displayed on about 80 Televisions that are for sale which allows the customer to compare each TV on an equal basis. The second digital sign programme is a ticketing display: This is comprised of multiple large portrait displays mounted as a large video wall and run by BrightSign HD210 players. It displays promotions for upcoming concerts and other events, a calendar of events and pricing. The third programme is an implementation of POP Displays. These displays are found next to store shelves and promote store wide savings/promotions, and each is run by a BrightSign HD210 player.

TMM is continuing with a number of projects for the retailer. At the completion of the project, 2,000-3,000 BrightSign units will have been installed in FNAC stores, including outlets outside of France.

Availability

BrightSign video players and kiosk controllers are available from the BrightSign Store:

<http://store.brightsign.biz/Store-W1.aspx>

About TMM Communication

Established in 1992, TMM has played a pioneering role in digital signage, contributing directly to the establishment of this market in France. Now, with a track record of more than 13,000 screens installed at over 1,800 sites, TMM can justifiably claim to be one of the most experienced players in this sector. Global experience of project issues, allied with expertise in the latest technology, enables TMM to offer solutions that last: innovative solutions today that will become standards tomorrow. TMM builds its know-how into every element of a project, ensuring the maximum reliability and performance for customers. To facilitate this, TMM operates its own internal research & development department, alongside editorial and graphics studios. More information on TMM can be found at <http://www.tmmcom.fr/>.

About FNAC

A subsidiary of the PPR Group, FNAC is a leading retailer of “cultural products” and electronic products such as books, CDs, computing, audio, video and photographic equipment as well as entertainment ticket sales. With 80 stores serving 2.2 million members, FNAC is one of the largest retailers of its kind in France. The company has also expanded internationally into Belgium, Spain, Italy, Portugal, Switzerland, Greece and Brazil providing an additional membership of 1.1 million customers. The company website, www.fnac.com, receives an average of 650,000 visitors daily.

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

For European sales inquiries, please email Pierre Gillet: pgillet@roku.com.

ROKU, BrightSign and BrightSign Network are registered trademarks of Roku, Inc. in the United States and other countries. All other trademarks are trademarks or registered trademarks of their respective owners. Specifications subject to change without notice.

t0104ro