

Client Contact: Karen Fore
408-556-9389
pr@brightsign.biz

Agency Contact: Andy Marken
408-986-0100
andy@markencom.com

BrightSign Digital Controllers Bring History to Life at George HW Bush Museum

Latest in HD, Touch Screen, Interactive Technology Enriches Visitor Experience

SARATOGA, CA (April 26, 2010) – [BrightSign](#) announced today that its solid-state digital sign players have been installed at [The George HW Bush Presidential Library and Museum](#) located on a ninety-acre site in College Station, Texas. A state-of-the-art facility, the library and museum are dedicated to the preservation, research, and exhibition of official records, personal papers, and memorabilia of George H. W. Bush, the nation's 41st president. [Universal Exhibits](#), the exhibit designer and fabricator, designed and created more than 90 interactives and video programs which were installed on 20 BrightSign-driven HD, interactive and touch screen displays.

The displays appeal to the growing number of people who prefer viewing and listening to information, rather than reading static signs. With interactive displays, visitors can also access the information they are most interested in viewing.

“We used BrightSign media players because they met the museum’s budget and performance needs and could handle the demands of our designs,” said David Asada, who created and installed the digital displays for Universal Exhibits. “They’re solid-state devices, so they cost less than PC-based systems but deliver the same high-quality playback. The solid-state platform made installation fast and easy for us while providing higher reliability and simplified management for the museum. The museum directors were really happy with the results.”

The BrightSign controllers include the software that was used to divide display screens into multiple, distinct content zones for playback of HD videos, images and text. Museum employees can use the same software to create, disburse, play and update content without needing the assistance of an IT person. For updates or content changes, they simply insert an SD memory card with the new content into the player or make the changes remotely over a network.

The museum’s BrightSign players are used to drive a high-definition time-lapse video of the president’s summer home in Kennebunkport, an animated WWII aircraft carrier landing game and an immersive Gulf Water theater presentation, as well as interactive displays and fiber optic maps that detail the events surrounding the battles in the Gulf.

BrightSign media controllers are also used to enhance visitor experiences in the other areas of the museum:

Family Traditions – Visitors can wander through the Bush family scrapbook, viewing pictures, videos and more.

Journey to the Presidency – An interactive map details the estimated 1.3 million miles George Bush travelled as Vice President, and interactive programs allow visitors to use the touch screen to view hundreds of documents from the Library's Archives that relate to these important trips.

Building a Better America – Museum visitors can sit at an interactive kiosk with a touch screen to learn about the Bush Administration's domestic policy, which included the Americans with Disabilities and Clear Air Acts.

Gifts of State – In addition to a sampling of the countless gifts received by President Bush while in Office, visitors can also explore more gifts, and the countries from which they were given, at the exhibit's interactive kiosk.

Availability

Measuring a compact 6.6”(W) x 5.9” (D) x 1.2” (H) and weighing only 20.3 oz., BrightSign video players and kiosk controllers can be placed out of sight. A complete range of digital signage solutions 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 Universal Exhibits

Considered a major force in the creation and implementation of entertaining, thought-provoking museums, visitor centers and exhibits, Universal Exhibits has helped shape and define the industry for more than sixty years. Universal Exhibits has been involved in some of the most prestigious projects. Mount Rushmore Interpretive Center, George Bush Presidential Library and Museum, The J. Paul Getty Museum, The Gene Autry Museum, Ronald Reagan Presidential Library, Simon Weisenthal Center Museum of Tolerance, Los Angeles Department of Water and Power Visitor Center, Cal Poly Pomona Agriscapes Visitor Center, Vista Del Lago Water Center, National Museum Of Wildlife Art, Richard M. Nixon Library and Birthplace, Panhandle Plains Museum, George Bush Conference Center at Chapman University and Fort Irwin National Training Center, to mention a few. For more information, visit <http://www.universalexhibits.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 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 George HW Bush Presidential Library and Museum installation or more information, contact Andy Marken, Marken Communications, Inc.; (408) 986-0100 or email andy@markencom.com.