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BrightSign HD Players Increased to 63 for Kellogg's Corporate Communications System

Network-enabled Digital Signage Controllers to Connect More than 50 Kellogg US Offices

SARATOGA, CA (November 8, 2010) – [BrightSign](#) reported today that based on the success of the [Kellogg Company's](#) (NYSE:K) pilot corporate communications program, it has increased the number of [BrightSign](#) solid-state [HD210 media players](#) deployed from 20 to 63.

With nearly \$13 billion in sales last year, the Kellogg Company is widely recognized as the world's leading producer of cereal as well as a leading producer of convenience and vegetarian foods. While innovation has been a driving force in the company's growth for more than a century, Kellogg's intra-office and employee communications system needed updating.

Based on Windows PCs and CRT screens running PowerPoint presentations, Kellogg's previous employee communications system was cumbersome to use, low in quality, ignored by employees and frequently just did not work.

Recognizing the importance of timely, uniform corporate communications throughout the enterprise, Kellogg's asked [Intaglio AV](#) to plan and deploy a network-enabled digital signage solution that would deliver full HD corporate-wide communications as well as stock prices, local weather, or even site-specific information such as recognition of an employee's birthday. They also wanted a nonWindows-based solution that was easy to use and required minimal management.

For the pilot program, 20 BrightSign HD210 solid-state controllers were installed at Kellogg offices in employee break rooms, as well as lobbies and other public areas. Kellogg found that the initial digital signage solution met all of their requirements and ordered an additional 43 network-enabled HD210 units that will ultimately connect the company's more than 50 distribution centers located throughout the US.

Peter Larson, Founder and CCO of Intaglio AV, discovered that the BrightSign digital signage controllers not only met all of his client's needs, they exceeded his own personal expectations for ease of integration and implementation.

"With no moving parts to fail, BrightSign solid-state media players allow us to confidently promise our clients reliability, longevity, ease of integration and low power consumption," said Larson. "Apples to apples, BrightSign offers the lowest cost of ownership and the highest quality feature set of any other

solution on the market. It's the one aspect of the technology integration plan that we don't have to worry about or allow extra time to deploy."

By eliminating the need for a PC, the turnkey BrightSign players require a fraction of the power used by the old PC-based PowerPoint system and are small enough to be discreetly mounted directly to the back of flat-panel LCD displays.

"That was another great feature of the BrightSign versus some of the other signage solutions out there," said Larson. "Kellogg appreciated that we could mount those HD210s right on the back of a flat screen and nobody would ever know they're there because they're so small. It also means the units don't interfere with the overall look of the display. In fact, for our next rollout of players, we will pre-wire and preinstall the entire system; the LCD, wall mount, BrightSign player, cabling and even a self-installation kit, and ship it all in one box, so that Kellogg's can either install themselves or hire an inexpensive local resource."

To simplify content management, Kellogg's corporate communications system currently streams informational HD video feeds such as news, weather, sports, trivia, traffic, and entertainment provided by [SignChannel](#) mixed with company specific information. Combined, the media player and RSS feeds provide Kellogg with a virtually self-managed, networked solution without sacrificing options to create and customize their own content in the future.

Already pleased with the solution's high level of reliability, Kellogg plans to expand their usage of the BrightSign media players for 24/7 operation and has added them to the Kellogg network for future applications, such as sending timely corporate messages throughout the enterprise. They are also testing an implementation that includes an interactive touchscreen paired with a BrightSign HD1010 player for an even more engaging employee experience.

The controllers include BrightSign's [BrightAuthor](#) software, an application that supports Kellogg's future plans for in-house creation and distribution of custom content without complicated scripts.

BrightAuthor simplifies creating, updating, managing and monitoring digital signage displays. With the software, Kellogg will be able to control the entire networked solution and each site's relative content from a single location.

Availability, Pricing

BrightSign all-in-one video players and kiosk controllers are available from the [BrightSign Store](#) with prices ranging from US\$284.99 for the HD110 with simple looping video playback, \$399.99 for the HD210 network-enabled digital sign player, US\$649.99 for the HD1010 network-enabled interactive digital sign and kiosk controller, and US\$699.00 for the HD1010w with built-in Wi-Fi.

BrightAuthor 2.0 software, the central interface for BrightSign single-site and networked digital signage displays, is included free of charge to all BrightSign customers and runs on a standard Windows PC running XP or Vista and Windows 7.

About Kellogg Company

With 2009 sales of nearly \$13 billion, Kellogg Company is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. The Company's brands include Kellogg's®, Keebler®, Pop-Tarts®, Eggo®, Cheez-It®, All-Bran®, Mini-Wheats®, Nutri-Grain®, Rice Krispies®, Special K®, Chips Deluxe®, Famous Amos®, Sandies®, Austin®, Club®, Murray®, Kashi®, Bear Naked®, Morningstar Farm®, Gardenburger® and Stretch Island®. Kellogg products are manufactured in 18 countries and marketed in more than 180 countries. For more information, visit www.kelloggcompany.com.

About Intaglio AV

Intaglio AV is a Grand Rapids, Michigan- based provider of communications solutions that use innovative technologies to help their customers break through the clutter and burrow into the brains of their customers, constituents and co-workers. Intaglio offers innovative communications solutions using visual presentation arts as well as audio visual equipment and technologies. Along with offering a comprehensive selection of audio visual presentation equipment, Intaglio designs and integrates effective presentation environments – board rooms, auditoriums, video conference centers and distance learning classrooms. Our creative services include staging large meetings and events, producing video, film, CD-Rom, DVD; programming and authoring interactive multi-media. For more information on Intaglio AV, visit www.intaglioav.com.

About BrightSign

BrightSign, LLC, based in Saratoga, California, 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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