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BrightSign Joins TMM Communication in Celebrating Golden Screen Award for France's Largest Retail Digital Signage Network

80 FNAC Stores Use 1,500 BrightSign Networked Controllers to Drive Over 3,000 Displays

SARATOGA, CA (March 3, 2010) – BrightSign, a worldwide leader in standalone and networked controllers for digital signage applications, congratulated its French distributor/integrator **TMM Communication** today on being awarded the 2010 Golden Screen Award (Ecrans d'Or) for the best digital signage installation in the retail category by the French Digital Signage Association, **APCAD**. TMM received the award for its FNAC installation, which uses 1,500 BrightSign networked sign controllers to drive more than 3,000 displays 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.

TMM's BrightSign project was among 34 entries competing for the Golden Screen Awards in the Retail, Corporate and Creative Content categories and was selected by a jury of six independent experts. More than 500 attended the presentation of trophies, which took place last month at the Casino de Paris Theatre in Paris

The digital signage solution TMM designed for FNAC uses BrightSign players with a solid-state platform to deliver full-HD video and image-quality displays at all 80 retail stores. 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.

To provide simple, easy updates on a daily basis, all of the BrightSign players are networked and managed from FNAC's head office using BrightSign Network and the interface software TMM specifically designed for FNAC.

TMM is continuing with a number of projects for the retailer. At the completion of the projects, 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/>

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 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 details on the installation and photos, contact andy@markencom.com

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