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BrightSign Names Thorvin Electronics as New Canadian Distributor

SARATOGA, CA (May 13, 2010) – [BrightSign](#) has appointed [Thorvin Electronics Inc.](#) as Canadian distributor for its solid-state digital signage and kiosk controllers. Headquartered in Oakville, Ontario, Thorvin's reputation as a highly regarded sound and communications specialist spans more than 35 years. With the addition of BrightSign's complete line of end-to-end media players, Thorvin can now offer media player solutions ranging from basic [looping models](#) to full [interactivity](#) and [networking](#) to its many AV dealers across the country.

"We're delighted to have the opportunity to expand our presence in the Canadian digital signage market with a leading distributor like Thorvin," said Jeff Hastings, BrightSign CEO. "Thorvin and BrightSign share a commitment to taking the complexities out of the latest signage technologies while delivering high quality and reliability at a price today's budget-conscious businesses can afford. With BrightSign products and Thorvin's experience and broad customer base, we view this as a win-win alliance."

All BrightSign stand-alone and networked models deliver pristine, full-HD video and image quality; multi-zone screen layouts with video, images and tickers on a non-PC, solid-state platform. With the solid-state platform (no moving parts), BrightSign media players deliver higher reliability and networking support for remote updates at significantly lower prices than PC-based solutions. With BrightSign all-in-one signage solutions, even non-technical people can create, update, manage, host and monitor their digital displays. And, since everything users need is included - the hardware, the [software](#) and the networking, deployment of the plug-and-play units is fast and easy.

"We like the fact that BrightSign's family of digital sign and kiosk controllers are designed with individual features that meet the needs of the most popular types of applications," said Wilf Langevin, president of Thorvin Electronics Inc. "Instead of offering fully loaded models with features that may not be required for all applications, each model comes with specific features and connectivity options, so customers only pay for the capabilities they need. They're also fully scalable, so displays can be upgraded from a basic single-screen solution that can be operated with a removable flash card, to a multi-screen, multi-site managed installation."

About Thorvin

Headquartered in Oakville, Ontario, Thorvin Electronics Inc. has been distributing quality audio electronics, products, and systems to Canadian communications dealers since 1974. With the added digital signage products, Thorvin Electronics has become a full provider of audiovisual equipment to the systems integration market. Thorvin Electronics also provides language and multimedia laboratories to Canadian educational institutions across the country. For more information, visit <http://www.thorvinelectronics.com/>, call 905-829-4196 or email Jean-Marc Langevin at jmlangevin@thorvinelectronics.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.

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