

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

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

BrightSign Player-supported Exhibits at Ripley's Believe It or Not! Increase to 72 with San Francisco Odditorium's Renovation

Cost-effective HD Video, Looping and Interactive Displays Engage, Entertain, Inform Visitors

SARATOGA, CA (August 25, 2010) – [BrightSign](#) announced today that a total of 72 BrightSign solid-state digital media controllers are being used by [Ripley Entertainment, Inc.](#) to deliver compelling exhibit displays in 6 of its Ripley's Believe It or Not! Museums. Now in its 60th year of operation, Ripley is the number one small tourist attractions company in the world.

The museums include the recently reopened San Francisco Ripley's Believe It or Not! Odditorium, where 25 new BrightSign digital media controllers were added as part of a \$5 million renovation. Used to make the exhibits more entertaining and more informative for visitors of all ages, BrightSign HD210 and HD410 players deliver looping HD video displays while HD810s provide playback for interactive displays.

BrightSign digital media controllers are complete, end-to-end signage solutions that include the hardware, software and networking support. Featuring a solid-state platform, BrightSign players provide Ripley museums with the reliability they need to run their displays 24/7 because there are no moving parts to fail. They're also more affordable, since they don't require a PC to deliver crisp, HD playback.

"Reliability and playback of the highest quality were key factors in selecting BrightSign, but we also needed a solution that was easy to install and easy to use," said Louis Aguila, IT analyst at Ripley Entertainment. The BrightSign controllers are compact, plug-and-play devices that can be quickly and conveniently hidden directly behind the displays. And, with the [BrightAuthor](#) software that comes with each player, we can create presentations fast and easy without writing code. The software even bundles together all the necessary content and playlist files it needs for playback so it can be dropped onto an SD card for immediate playback or shipped to one of our museums."

BrightSign's BrightAuthor software also meets Ripley's requirements for easily creating interactive exhibit displays with unique triggers for display playback and LED lighting controls. BrightSign's built-in General Purpose Input Output (GPIO) port allows Ripley's to incorporate button controls, levers and motion sensors to engage their visitors with the interactive exhibits, while the USB port allows for support of more traditional interactivity such as touch screens and mice. For a Magic Genie exhibit, Ripley's employs a capacitive touch technology connected to BrightSign's GPIO port. With this capability, visitors can rub one of three genie lamps to trigger different video playback and hope that their wish comes true. In another exhibit, a model of the Space Shuttle *Challenger* made from 600,000 matchsticks uses BrightSign HD810 units with GPIO button touch points to trigger video playback describing different aspects of this amazing creation.

The flexibility of the BrightSign digital controllers enables Ripley Entertainment to use them for a wide range of applications. In addition to the BrightSign-driven synchronized video walls in the San Francisco Ripley's Believe It or Not!'s entrance, there are new video and image-zoned displays explaining the unique features about exhibits throughout the museum. Other exhibits include a moving sightseeing train exhibit that uses BrightSign's synchronization capabilities to make visitors feel as though they're riding the train and looking through the windows to see the passing landscape.

One of the more unique visual art displays at the San Francisco museum is a larger than life kaleidoscope. Using a ceiling mounted projector and huge mirrors, BrightSign drives the mosaic video playback of colorful, video patterns projected on the walls and mirrors. The effect is like walking through a kaleidoscope maze as it creates an optical illusion of an enclosed room and conceals the pathway for visitors who must find their way to the next area.

Other Ripley locations where BrightSign players have been installed to deliver huge, multi-screened video walls and fun-filled interactive exhibits include the Gatlinburg, TN Ripley's Believe It or Not! and Ripley's Aquarium of the Smokies, where a total of 29 BrightSign solid-state displays have been deployed. Ripley museums in El Paso, TX; Ocean City, MD; Myrtle Beach, SC and Surfers Paradise, Australia have also been enhanced with BrightSign controllers, and another 25 BrightSign players are scheduled for the Hollywood, CA Ripley's Believe It or Not! Museum later this year.

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 digital sign player and US\$649.99 for the HD1010 network-enabled interactive digital sign and kiosk controller.

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.

Supported by BrightSign's network-enabled HD210 and HD1010 high-definition digital sign controllers, BrightSign Network runs on a standard Windows PC running XP or Vista and Windows 7 systems. Subscriptions are available for US\$99 per year per sign. BrightSign customers can request a free 30-day trial of BrightSign Network by visiting:

http://www.brightsign.biz/products/brightsign_network_manager.php

About Ripley Entertainment Inc.

Ripley Entertainment Inc. (www.ripleys.com), keepers of the venerable Ripley's Believe It or Not! brand, is a global leader in location-based entertainment, entertaining more than 13 million annually at its 80-plus attractions in 11 countries. In addition to its 31 Believe It or Not! Odditoriums, the Orlando, Florida-based company has publishing, licensing and broadcast divisions, best-selling books and the popular syndicated cartoon strip, Ripley's Believe It or Not!, that still runs daily in 42 countries. Ripley Entertainment is a Jim Pattison Company, the third-largest privately held company in Canada.

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.

#

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.