

# BrightSign

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## **BrightSign Slashes Hosted Signage Networking Fee by More Than 70%**

***BrightSign Network Empowers Subscribers to Network and Manage  
Remote Digital Signs Anytime, Anywhere***

**AMSTERDAM, Netherlands, 2 February 2010** – BrightSign has dramatically lowered the pricing for its hosted networking service, BrightSign Network. Previously priced at US\$350 per year per sign, the full-featured service is now just US\$99 per year per sign.

BrightSign Network provides the front-end tools to create digital signage presentations, schedule updates, manage multiple groups of displays remotely and review real-time reports for playback confirmations via a secure Web connection. It frees users from the complexities and cost of hosting and maintaining their own network, and is scalable from networks with one to hundreds of players.

Volume and multi-year discounts are also available, making BrightSign Network especially attractive for integrators wishing to gain economies of scale by aggregating all their customers under a single account. For added convenience, BrightSign will expand the offerings of its online store to include BrightSign Network subscriptions as well as its media players, kiosk controllers and accessories. Integrators, resellers and end users can now purchase and renew their subscriptions online and can instantly scale their networks to meet their changing needs.

The new, more affordable network hosting service will appeal to the growing number of businesses, hotels, colleges and museums as well as financial, medical and educational institutions that are turning to digital signage for informing, educating and entertaining specifically targeted individuals.

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ABI Research has predicted that the overall market for digital signage in the United States will grow from a \$641 million market in 2008 to nearly \$1.4 billion by 2013--an increase of almost 120 percent in five years.

“Lower server costs, higher capacities and increased operating efficiencies have enabled BrightSign to achieve significant savings,” said Jeff Hastings, BrightSign CEO. “As part of our commitment to make complete digital signage solutions affordable, we’re passing this saving on to our customers. With BrightSign Network, we provide all-inclusive solutions for small and large digital sign networks that include everything our customers need, from world-class security, authentication, redundancy and fail-safe features to network monitoring, advanced scheduling and reporting.”

## Availability and Pricing

BrightSign Network runs on a standard Windows PC running XP or Vista and Windows 7 systems. Subscriptions are available from the BrightSign Store for US\$99 per year per sign. The application is supported by BrightSign’s HD210 and HD1010 fully integrated, high-definition digital sign controllers. The solid-state HD210 Looping Sign Controller and HD1010 Interactive digital sign and kiosk controller are also available from the BrightSign Store: <http://store.brightsign.biz/>.

## About BrightSign

BrightSign is 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 standalone and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity.

More information is on the BrightSign web site: <http://www.brightsign.biz>.

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