



CoolSign - CS Software Holdings LLC  
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**Digital Signage Expo 2010 Booth #2200**  
**For Immediate Release**

## **CoolSign Broadens Hardware Options Through Integration with BrightSign's Low-cost Networked Digital Signage Players**

***Ecosystem Partnership Brings Enterprise-class Network Management Tools to Reliable,  
Feature-rich Players for Digital Signage and the Digital Out-of-Home Market***

**LAS VEGAS, NV (February 23, 2010)** -- CoolSign™ and BrightSign® have broadened options for digital signage customers by completing integration of BrightSign's low-cost, non-PC networked media players into the CoolSign network architecture. Customers can now apply the comprehensive, yet easy-to-use management features of CoolSign's software platform to BrightSign's solid-state digital signage players that offer affordability, high reliability and easy servicing.

The integration allows CoolSign to address market demand for media player solutions that can withstand the often harsh operating conditions presented by busy retail, hospitality, and other public venues, without the high costs of industrial-class solid state PCs.

"This solution delivers the best of both worlds," says Lou Giacalone Jr., President and Founder of CoolSign. "Our customers can tap into the low-cost and reliability of a set-top box-like device, but can also take full advantage of our sophisticated software suite and efficient user experience. This provides exciting new choices when designing networks. We believe these types of appliances, with their lower TCO, will play a significant role in networks moving forward."

"With this integration, BrightSign brings the robust capabilities of our digital sign controllers to the advanced resources of CoolSign's network solution," adds Jeff Hastings, BrightSign's CEO. "BrightSign's compatibility with CoolSign networks offers an affordable entry point to users, while delivering a highly reliable solution with its non-PC platform."

Via the BrightSign Bridge, the HD210 and HD1010 models can now connect into CoolSign networks, and can be controlled like any PC running CoolSign's player software. The HD210 model is capable of playing out video at resolutions up to 1080P HD. The HD1010 adds support for interactivity as well as expansion modules. Both units have no moving parts and are exceptionally compact - 6.6" (W) x 5.9" (D) x 1.2" (H), or in metric, 168mm (W) x 149mm (D) x 30mm (H).

“Expanding support for solution offerings beyond the traditional PC platform is but one of many innovations CoolSign is launching in 2010, as the New York-based company aggressively builds its base of channel and technology partnerships in North America and around the world,” says Giacalone. “The company is constantly expanding its range of partners, providing a highly capable ecosystem for end-users to deploy.”

### **About CoolSign**

CoolSign has been providing enterprise-class digital signage software solutions for more than a decade. Our technology and people are behind some of the largest digital signage networks in the world. We understand – from deep, direct experience - what goes into designing, building, operating, and maintaining sophisticated, rock-solid reliable digital signage and digital out-of-home networks. For more information about CoolSign, please visit our Website at [www.cool-sign.com](http://www.cool-sign.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. More information about BrightSign units is available at [www.brightsign.biz](http://www.brightsign.biz). For sales inquiries, please contact Aaron Taylor at [ataylor@brightsign.biz](mailto:ataylor@brightsign.biz) or [sales@brightsign.biz](mailto:sales@brightsign.biz) or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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