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For Immediate Release

Full Compatibility Confirmed for BrightSign Solid-State Digital Players and Philips-Branded Public Signage Displays with Smart Insert

Turnkey Signage Solutions Provide Easy, Plug and Play Integration; Lower TCO and Energy Savings without Adding to Depth of Display

SARATOGA, CA (July 22, 2010) -- [BrightSign](#), one of the fastest growing players in the digital signage industry, announced today that it has partnered with MMD, the exclusive marketer and reseller for [Philips](#)-branded LCD monitors and public signage solutions worldwide. With the partnership, system integrators and solution providers have the assurance that BrightSign's ultra-compact, PC-less digital controllers have been tested with Philips slim public signage solutions featuring [Philips Smart Insert](#) and are fully compatible. Combined, the players and displays provide a turnkey, high-definition digital signage solution with a lower total cost of ownership, substantial energy savings and easy upgrades. BrightSign's ability to tile and synchronize content across multiple displays with Philips' new 46" BDL 4681XU slim monitor was also confirmed.

Smart Insert is a revolutionary provision at the back of Philips display that allows BrightSign players to be inserted discreetly-- without adding inches to the depth of the display. Developed by MMD, Smart Insert provides easy installation and operational flexibility while simplifying upgrades. Users can start with a stand-alone BrightSign player and can cost-effectively move up to a networked player without having to replace the complete display.

BrightSign digital signage controllers are complete, ready-to-use solutions that include the hardware, software and networking support for driving stand-alone or networked displays ranging from basic [looping models](#) to [interactive](#) and [networked controllers](#) with live video feedback. The included [BrightAuthor software](#) is a PC-based application with intuitive templates and tools that make creating, updating, managing and monitoring digital signage displays so easy, even non-technical users can manage the displays.

MMD offers the full range of Philips Smart Insert public signage solutions in screen sizes of 42", 46", 52" and 65". With the New BDL 4681XU 46" display featuring an overall edge to edge gap of only 7.3 mm, huge video wall canvases can be created by tiling multiple displays. MMD also recently announced a 65" BDL6551V monitor which is one of the slimmest LCD displays in its class.

According to DisplaySearch, a world leader in display market research, the global digital signage market remains one of the fastest growing segments in the display business. Since 2007, the DS market has installed one million monitors for digital signage applications. The research firm also forecasts that in 2010, the DS market will install just over two million flat panel displays, and by 2015 that number will

reach almost 7.5 million annually. DisplaySearch analysts add that “While digital signage is most commonly associated with retail applications, strong growth in other segments such as healthcare, schools, restaurants and hospitality is forecasted in the coming years.”

“Like most markets today, the emerging markets DisplaySearch has identified want low-cost signage solutions that deliver quality and reliability, but are easy to use,” said, Craig Ratbun MMD Director Sales & Marketing US. “Through our partnership with BrightSign, we offer a unique solution for these markets that brings together the Philips Smart Insert concept, the aesthetic design of the latest slim Philips displays and the benefits of BrightSign small form factor players with their solid-state platforms.”

Jeff Hastings, BrightSign CEO, agreed and added that the partnership with MMD will be instrumental in stimulating a new breed of innovative applications such as stunning, panoramic video walls. “By using BrightSign solid-state digital signage controllers to drive Philips high-definition displays, content developers can provide their customers with signage solutions that are more affordable than PC-based solutions. With no moving parts to fail, the controllers are more reliable and provide a significant savings in maintenance costs. They also offer a substantial savings in energy costs because they only require a fraction of the power used by PC-based systems.”

Availability

Measuring 6.30” (W) x 11.81” (H) x 2.17” (D), Philips Smart Insert is currently available on the following Philips LCD monitor models: BDL4681XU, a 46” multimedia Zero Bezel monitor with endless Video Wall tiling options for indoor applications; BDL4251V, a slim bezel 42” multimedia monitor with full HD; BDL5231V, a 52” multimedia HDTV monitor and BDL6551V, a 65” multimedia monitor with full HD.

BrightSign offers a complete line of solid-state digital signage and kiosk controllers, including its basic HD110 and HD210 [looping models](#); HD410, HD810 and HD1010 models for full [interactivity](#) and HD210 and HD1010 [networking](#) models measuring 6.6” (W) x 5.9” (D) x 1.2” (H). [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.

About MMD

MMD is a wholly owned company of TPV established in 2009 through a brand license agreement with Philips. MMD exclusively markets and sells Philips-branded LCD display monitors worldwide. By combining the Philips brand promise with TPV’s manufacturing expertise in displays, MMD uses a fast and focused approach to bringing innovative products to market. MMD operates internationally with its US headquarters in Fremont, Ca and a local office in Atlanta, Ga to serve the Eastern US market. The company’s design and development centers are located in Taiwan and Eindhoven. For more information, visit www.publicsignagesolutions.philips.com or call 1-770-518-6273.

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. For more information, visit www.brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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