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FOR IMMEDIATE RELEASE

BrightSign Partners with Almo Professional A/V for Distribution of PC-less, All-in-One Digital Signage Players and Kiosks

**Affordable Stand-alone and Networked Solutions Deliver Full HD Quality, High Reliability and
Significant Energy Savings**

SARATOGA, CA – December 1, 2011 – [BrightSign](#), one of the fastest growing innovators in the digital signage industry, announced today it has entered into a distribution agreement with [Almo Professional A/V](#), a leading U.S. distributor serving the needs of professional audiovisual integrators, dealers and consultants. Under the agreement, Almo will market and distribute [BrightSign digital sign and kiosk controllers](#) to its resellers throughout the U.S.

“We’re very pleased to partner with Almo and share their commitment to providing what resellers really need – affordable, uncomplicated digital signage solutions that don’t compromise on quality or reliability and never have any hidden fees,” said Jeff Hastings, BrightSign’s CEO. “With BrightSign products and Almo’s expertise and broad customer base, we look forward to a long, mutually rewarding relationship.”

“We are always looking for products that help our partners improve upon and profit from their digital signage projects, which is exactly what the BrightSign line of digital sign controllers does for them,” said Sam Taylor, executive vice president and COO for Almo Professional A/V. “Our in-house business development managers provide technical assistance with the BrightSign players and kiosks to ensure they are fully supported.” He continued, “BrightSign generated significant interest during our E4 AV training and networking events in Chicago and New York City last month, proving that opportunity for new projects is alive and well. “

BrightSign digital signage controllers include the hardware, software and networking capabilities for complete, turnkey HD signage solutions that eliminate compatibility issues and make digital signage easy to deploy. Featuring a PC-less platform, the players deliver higher reliability at substantially lower prices than PC-based signage solutions and have a power requirement of only about 3-5 watts, compared to 70-90 watts for an average PC.

For added value, the full version of [BrightAuthor](#), a powerful PC software application is included free with all BrightSign controllers. BrightAuthor makes it easy for non-technical users to create, publish, update and manage digital signage displays. Using wizards and intuitive templates, they can create full-

screen and multi-zone playlists for looping displays, add interactive triggers or buttons on touch screens and implement advanced scheduling features such as day-parting. The software also enables synchronization of multiple displays for video wall applications. And with the new Local Area Networking option, users with a small network can send basic content updates and get unit status using a local area network.

Almo will also be offering [BrightSign Network](#), an affordably priced all-inclusive networking solution that gives users the tools they need to easily create presentations, schedule updates to displays, manage multiple networked groups of displays, and review real-time reports via a secure Internet connection.

Availability

Almo now offers a full range of BrightSign digital players and kiosk controllers including looping, interactive, network-enabled, network-enabled/interactive media players, players with built-in Wi-Fi and a free-standing tabletop display that delivers high-resolution video displays instantly without external power or wiring. BrightAuthor 2.3 software, the central interface for BrightSign single-site and networked digital signage displays, is included at no additional cost with all BrightSign models and runs on a standard Windows PC with XP, Vista or Windows 7 plus Microsoft .Net Framework 3.5 or later.

About Almo Professional A/V

Almo Professional A/V is the nation's fastest growing distributor serving the needs of professional audiovisual integrators, dealers and consultants. With a highly skilled sales team, reseller education programs, 10 distribution centers across the U.S. and product lines for the Pro A/V channel, Almo Professional A/V provides customers with the full distribution experience on a local and a personal level. Almo Professional A/V distributes all the leading displays and peripherals, with new manufacturers and products being added each day. For more information about Almo Professional A/V, please call 410-560-2890 or go to www.almoproav.com. Almo Professional A/V can also be followed on Twitter at <http://twitter.com/almoproav>.

Almo offers Professional A/V E4 AV tours which are free, full-day program with an intense educational focus that allows partners to earn valuable InfoComm International CTS RUs while networking with the industry's top manufacturers. For more information, go to www.e4avtour.com.

About BrightSign

BrightSign, LLC, based in Saratoga, California, 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.

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