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## **BrightSign Solid-State Media Controllers Play a Key Role in Worship Center's Integrated Digital Signage Solution**

### ***Low-cost, PC-less Controllers Deliver High Quality and Remote Updates while Saving Energy***

**ORLANDO, FL – June 14, 2011** – Well-known for taking the complexity and high cost out of high-quality digital signage, [BrightSign®](#) announced today that [Worship Center](#), in Lancaster, PA is using [BrightSign HD1010 networked digital signage players](#) for its integrated digital signage solution. With the system, Worship Center can simultaneously deliver multi-zoned event promotions with different messages for specific age group centers. The system is also used to quickly update signage for room schedules.

With the dynamic digital signage Worship Center installed themselves, the services and event notices are more accessible and more memorable for the more than 3,000 members and guests who attend the Center's services each weekend.

"I had seen BrightSign at an InfoComm tradeshow," recalled Don Wambolt, Creative Ministries Director. "They caught my eye because the media players are solid-state and very inexpensive compared to PC-based players. Plus, [BrightAuthor](#), the content manager software, was included free and was a visual-based application."

The Worship Center connected 7 network-enabled BrightSign HD1010 media players with 13 new Sony flat-panel displays ranging from 46- to 60-inches and 5 existing monitors of various brands to create a total of 18 displays designated for use as digital signage throughout the facility. BrightAuthor with BrightSign's Simple Networking method is used to upload content to the networked displays. Simple networking is offered within the BrightAuthor PC application for basic content updates in addition to its presentation creation tools.

The solid-state technology that caught Wambolt's attention ensures that BrightSign players are significantly more reliable than a PC-based system because there are no moving parts to fail. BrightSign players are also priced significantly lower than PC-based solutions, which gives the Center the ability to do more with their signage budget. In addition, because the BrightSign controllers are based on solid-state technology, their power requirements are considerably lower at just 3-5 watts versus the 70-90 watts required to power the average PC.

The "what-you-see-is-what-you-get" design of the BrightAuthor software interface makes creating, publishing, managing and monitoring the Worship Center's digital signage displays very straightforward

and enabled Wambolt to start programming content for the Worship Center's displays almost right out of the box. BrightAuthor also offers the Center the ability to program flexible scheduling and day-parting into their digital signage, enabling Wambolt to schedule the Center's signage displays to automatically change content according to the time of the day.

"The features of the BrightSign Network and its interface make it easy for me to group the displays by location and by the content they each need," said Wambolt. "With just a few clicks, I can update all of the information displayed in the student ministries area as well as the speaking schedule in the meeting rooms without leaving my desk. If I need a group of signs to change at 2:00 P.M., but I know I will be in a meeting during that time, I can schedule the change in advance.

### **Availability, Pricing**

BrightSign all-in-one digital players and kiosk controllers are available from the [BrightSign Store](#) with prices ranging from US\$284.99 for the HD110 with simple looping video playback, \$399.99 for the HD210 network-enabled digital sign player, US\$649.99 for the HD1010 network-enabled interactive digital sign and kiosk controller, and US\$699.00 for the HD1010w with built-in Wi-Fi.

Included free with all models, [BrightAuthor](#) software makes creating, publishing, managing and monitoring digital signage displays easy--even for non-technical users. A free 30-day trial of BrightSign Network is available at [http://www.brightsign.biz/products/brightsign\\_network\\_manager.php](http://www.brightsign.biz/products/brightsign_network_manager.php). BrightAuthor and BrightSign Network run on a standard Windows PC with XP or Vista and Windows 7.

### **About Lancaster Worship Center**

Worship Center is a family church located in Lancaster, Pennsylvania where people of all ages are valued, encouraged, and loved. Since its beginning, when 30 people gathered for the first time on March 20, 1977, Worship Center has grown to a family of over 3,000 people meeting every weekend. In addition to weekend services, Worship Center offers seminars, conferences, special events, and training sessions throughout the year that are designed to be an encouragement in spiritual, emotional, and practical areas of life. For more information, visit [www.worshipcenter.org](http://www.worshipcenter.org).

### **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](http://www.brightsign.biz). For sales inquiries, please contact [sales@brightsign.biz](mailto:sales@brightsign.biz) or call 408-852-9263 in the USA and +44-1223-911842 internationally. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/pages/BrightSign-LLC/121852744557182>

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