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For Immediate Release

BrightSign Solid-State Media Players Bundled with AVR's Wireless iPad Remote Controllers

**Complete Hardware/Software Solution for Managing Video and Graphics
Anywhere in the Room, Anywhere in the World**

SARATOGA, CA – March 8, 2011 – [BrightSign®](#) announced today that AVR's new [TheSolution](#) product features the [BrightSign HD1010](#) Interactive digital media player wirelessly controlled by an iPad. The complete bundle also includes a router and an iPad loaded with AVR's proprietary remote control software. With TheSolution, the iPad Multi-Touch screen can be used to select, play, pause, resume and reset videos and graphics on the BrightSign player from virtually anywhere.

A key component of TheSolution, the BrightSign HD1010 is a versatile, expandable media player with a very low profile that enables users to tuck it out of sight.

The features that have made BrightSign solid-state media players so popular for digital signage applications also make TheSolution ideal for trade show and hotel lobby presentations, corporate meetings and video kiosk applications. For easy deployment, high reliability and a low operating cost, BrightSign players have a solid-state, PC-less platform that has no moving parts to fail. With support for a broad range of aspect ratios and the ability to co-mingle Standard and High-Definition media on the same BrightSign player, deployment and use is further simplified.

In addition to easy updates using an SD card, the BrightSign HD1010 is network-enabled to deliver updates remotely and to synchronize multiple units for applications such as video walls, live video and RSS feeds.

Already a proven success at recent trade shows, TheSolution by AVR has been used to playback HD content on more than 35 displays for WarrenZ Productions.

Fisher Price used TheSolution at a recent trade show for a kiosk. With the HD1010's support for basic looping and interactive presentations, attendees were attracted to the kiosk with a looping video and could then choose a video from the iPad screen to learn more about a specific toy.

TheSolution was also used with an iPod to control the HD1010 as part of a video wall package installed for Buick Motors. With the iPod and player mounted on the dash of a Buick Regal, potential buyers can call up videos on the car's various features while comfortably seated in the car.

Like all BrightSign players, the BrightSign HD10 bundled with TheSolution includes [BrightAuthor](#), a PC software application that makes creating, publishing and managing BrightSign presentations simple and dependable. Users can design full-screen or multi-zone layouts using the application's preset screen layout templates and custom layout tools or they can create their own. Interactive playlists and day-parting can be added using the graphical interface, which eliminates the need to use text files and commands. The software also makes it simple to add triggers or buttons on touch screens to initiate the playback of image, video or sound content files within playlists.

Completed presentations are faster and easier to prepare for publication because the software automatically creates the playlist file and bundles it with the selected content, ready to drop onto an SD card or send via the Internet for BrightSign playback.

Availability, Pricing

Available In quantities of one to five, or 25 to 50, TheSolution rental pricing can be as low as \$200 per system for typical weekly rental cycles. The complete package includes a BrightSign HD1010 media player, a router and an iPad loaded with AVR's proprietary remote control software. The iPad display can be customized with a company logo and graphics. AVR's software can also be used with Apple's iPod Touch.

About AVR

Established in 1979, TheSolution's Danbury, CT-based parent company, AVR Inc., has provided design and technical support for the trade show and business meetings industry for over 30 years. AVR, which stands for Audio Visual Rentals, is focused on meeting all equipment and technology needs for a project or tradeshow. For more information, visit www.TheSolutionbyAVR.com or call Hamlet Bonetti at 631-649-4202.

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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