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FOR IMMEDIATE RELEASE

BrightSign Solid-State Signage Players Power MenuBoardsToGo Networked Digital Menu Boards

All-inclusive Plug-and Play Kits are Pre-configured, Include Customer's Content Pre-loaded

SARATOGA, CA – August 2, 2011 – [BrightSign®](#) announced today that [OSM Solutions](#) has launched a new line of do-it-yourself digital menu board systems featuring BrightSign network-enabled [HD210 digital signage players](#). Available online at [MenuBoardsToGo.com](#), the turnkey systems are shipped pre-configured and loaded with the customer's content so there's no software learning curve, no programming of the SDHC card, nothing to learn about networking or central servers and there are no compatibility issues. The high-definition menu boards are ready to use as soon as they're plugged in, which makes them a compelling menu board solution for QSRs (quick serve restaurants), cafes, coffee houses, bakeries, cafeterias or any counter-service business. To celebrate the launch, MenuBoardsToGo is offering a 15 percent discount on all self-install kits for the month of August.

The new digital menu board kits are complete, all-in-one solutions that include the industry's most reliable, professional-grade equipment: a BrightSign solid-state HD210 Networked Media Player, an LG Commercial LCD Monitor with a choice of screen sizes ranging from 42" to 65", an LCD Mounting Bracket, an HDMI Cable and an SDHC Card. With the August 15 percent discount, a \$1,599 kit that includes a 42" monitor will only cost \$1,359—a savings of nearly \$240.

BrightSign solid-state controllers are priced significantly lower than PC-based solutions and play a key role in keeping the cost of the MenuBoardsToGo systems very affordable. Because they don't need a PC to deliver crystal-clear content, there are no moving parts to fail. As a result, they provide higher reliability and use substantially less power. Offering display flexibility, the HD210 media player delivers dedicated looping playback of multimedia content as well as multi-zone screen layouts, synchronization of multiple displays using Ethernet connections and full HD resolutions. The networked player also includes the tools users need to make delivering remote content to one or one-hundred units fast and easy.

Marc Rosenberg, owner of MenuBoardsToGo.com and a skilled digital menu board designer, explained why he only uses BrightSign media players for the digital menu board kits. "I originally chose the BrightSign players because the units are compact, solid, and provide very good support for H.264 video at 1080p. In addition to remote content updates, they also offer scalability and longevity, so they provide our clients with good value," Rosenberg noted. "The BrightSign platform enables us to provide

menu board systems to customers with the confidence that when they turn the menu board on for the first time, it's going to be plug-n-play and look absolutely stellar."

Rosenberg uses BrightSign's [BrightAuthor](#) Software, a PC-based application included with BrightSign players, to create and publish content; and [BrightSign Network](#), a subscription-based hosted networking service, to monitor deployed menu boards remotely. "BrightAuthor simplifies scheduling and day-parting," said Rosenberg. "With dayparting, a restaurant's breakfast, lunch and dinner digital menu boards can be changed automatically throughout each day when service for that meal begins."

"We're especially pleased that MenuBoardToGo.com selected BrightSign HD210 controllers as the exclusive player for its unique plug-and-play menu board systems," said Jeff Hastings, BrightSign CEO. "Clearly, this ready-to-use out-of-the-box approach is an idea whose time has come. It will appeal to the growing number of people in the food service industry who want to display eye-catching messages that are both timely and informative but, until now, have considered the deployment and management of digital menu boards as too technical and too costly."

Availability, Pricing

All-in-one Digital Menu Board Kits featuring BrightSign HD210 players are available now from www.MenuBoardsToGo.com with a choice of screen sizes ranging from 42" to 65". Kit prices start at \$1,599 for a system with a 42" monitor. MenuBoardsToGo.com also offers content design, remote menu board management/monitoring and full-service installation as added services.

About OSM Solutions and MenuBoardsToGo.com

Headquartered in Austin, TX, OSM Solutions delivers hi-def signage solutions for food service, retail, banking and info space installations. The company specializes in creating solutions that are scalable, smart, and sophisticated, whether it's a digital menu board for a restaurant in a single location or a multi-location networked solution. For more information on OSM, visit www.osmsolutions.com or call 512-591-8881. Leveraging its expertise in the digital signage industry, OSM recently launched MenuBoardsToGo.com, a web site offering one-stop shopping for turnkey digital menu boards. For more information on MenuBoardsToGo.com's systems and services, visit www.menuboardstogo.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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