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**FOR IMMEDIATE RELEASE**

**ISE Stands #12E85**

## **BrightSign Unveils Portable All-Inclusive Tabletop Digital Signage Solution at ISE 2011**

**Easy, Affordable Tower Creates High-Resolution Displays Instantly--No PC, External Power or  
Wiring Required**

**AMSTERDAM, Netherlands, 1 February 2011** – [BrightSign®](#) will be demonstrating for the first time its new turnkey Tabletop Digital Signage Solution, the [BrightSign TD1012](#), at ISE Stand 12E85 in Amsterdam this week. Engineered to meet the high standards in quality and reliability integrators and their customers have come to expect from BrightSign products, the solid-state tower is a freestanding, end-to-end digital signage solution that doesn't require a PC nor any external power or wiring. The new BrightSign TD1012 portable tower will be available in Q2 2011 for U.S. \$1,999.

Ready to use right out of the box, the BrightSign TD1012 features an attractive yet durable steel enclosure with built-in features ranging from a replaceable/rechargeable battery that provides approximately 12 hours of battery life, to Wi-Fi (802.11a/b/g/n) capabilities and a 12.1" high-resolution screen. Users simply add their content for an instant digital sign that fits easily on a table, counter or desktop.

"We're very excited about our new self-contained BrightSign TD1012 because it provides everything retailers and many other industries have been looking for – a truly all-inclusive, portable digital signage solution that is simple and affordable," said Jeff Hastings, BrightSign CEO. "We have carefully engineered this product to not only meet our high standards of quality and reliability, but also to make it effortless to implement and update. The freestanding battery operated tower can be placed exactly where signage is most needed and its wireless networking keeps content fresh and relevant."

The BrightSign TD1012 delivers straightforward looping playback of pristine video and images to impress any audience. Its PC-less, fan-less, solid-state platform gives users the best of both worlds--high reliability and low power consumption for a green solution. Since no cabling is necessary for playback, the tower is highly portable, versatile and flexible for placement virtually anywhere. This makes it ideal for a wide range of industries such as retail, museums, hospitality, tradeshow, healthcare, banking and more.

“We expect the new tower will be most appealing for retailers who want digital signage placed directly next to merchandise tables or at check-out counters to communicate sales and promotions,” Hastings added. “Electrical outlets are typically scarce in retail, especially where merchandise is being sold, so the fact that our new product is battery operated gives retailers the flexibility they need to place the new signage product where it's most needed. But there's really no limit to the industries that can benefit from this all-inclusive digital signage solution. Museums can promote memberships at ticketing desks and hotels can advertise spa packages at check-in counters - the applications are endless.”

To keep the display current and engaging, content updates can be made remotely with the built-in wireless networking and support for [BrightSign Network](#) and Simple Networking solutions. Using BrightSign's free [BrightAuthor](#) PC application, simple networking tools allow users to update content remotely from a back office or from their headquarters across the nation. Users can even subscribe to RSS feeds for breaking news, stock values, local weather, etc.

The BrightAuthor PC software included with the BrightSign TD1012 makes creating, updating, managing and monitoring digital signage displays so easy, no technical expertise is required. Preset multi-zone templates and custom layout tools help users create eye-catching displays without having to manually configure coordinates and image sizes. Completed presentations are amazingly fast and easy to prepare for publication because the software automatically creates the playlist file and bundles it with the selected content, ready to send to a tower for playback.

### **Availability, Pricing**

Measuring 19.875”h x 10.5”w x 9.875”d and weighing about 25 lbs., the BrightSign TD1012 will be available from the [BrightSign Store](#) in Q2 2011 for US \$1,999. Custom paint colors will be available for an additional charge. 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 and runs on a standard Windows PC running XP or Vista and Windows 7.

### **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.

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