

Client Contact: Karen Fore
408-556-9389
pr@brightsign.biz

Agency Contact: Andy Marken
408-986-0100
andy@markencom.com

For Immediate Release

 **InfoComm China 2011 Booth F8-01**

BrightSign and Avopo Partner to Bring Affordable, End-to-End Digital Signage Solutions to China

***Solid-state HD Media Players Include
Free Digital Signage Display Software with New Support for Chinese Language***

Beijing (11 April 2011) -- [BrightSign®](#), a trusted name in feature-rich digital sign and kiosk controllers that are affordable and easy to use, announced today that it has teamed with Beijing-based [Avopo Technologies](#) for the distribution of its solid-state HD digital media players in China. The partnership brings together Avopo's expertise as a global leader in innovative digital signage with the pristine HD quality and high reliability of BrightSign's PC-less digital players. For added value, all BrightSign players include [BrightAuthor](#) version 2.2 software free of charge. With its intuitive user interface now available in Chinese, BrightAuthor makes creating, publishing, managing and monitoring digital signage displays easy--even for non-technical users.

During InfoComm China 2011 this week at Booth F8-01, Avopo will demonstrate BrightSign ready-to-use signage solutions for driving stand-alone or networked displays. Demonstrations will range from [basic looping models](#) to [interactive](#) and [networked controllers](#) as well as [controllers with built-in Wi-Fi](#).

BrightSign digital sign controllers are complete, turnkey signage solutions that include the hardware, software and networking capabilities. This all-in-one approach eliminates compatibility issues and makes digital signage truly easy to deploy.

Priced significantly lower than PC-based solutions, BrightSign solid-state players only require about 3-5 watts, compared to 70-90 watts for an average PC. In addition to providing a substantial savings in energy costs, the players deliver increased reliability because there are no moving parts to fail.

“By adding BrightSign digital players, we can expand our customer appeal to include the growing number of budget-conscious organizations that want a complete, end-to-end solution for their particular application that is also easy to install and easy to use,” said Alvin Guo, Avopo Technologies President. “Each BrightSign model comes with specific features and connectivity options, so customers only pay for the capabilities they need. The players are also fully scalable, so displays can be upgraded from a basic single-screen solution that can be operated with a removable flash card, to a multi-screen, multi-site managed installation.”

"We're delighted to have the opportunity to expand our presence in China with a leading distributor like Avopo," said Jeff Hastings, BrightSign CEO. "We take our commitment to meeting the signage needs of China seriously. That's why Chinese was selected for the first translation of BrightAuthor software into another language. With BrightSign products and Avopo's expertise and broad customer base, we look forward to a long, mutually rewarding relationship."

Included free with all BrightSign players, the PC-based BrightAuthor software takes the guesswork out of creating full-screen and multi-zone playlists for looping displays, and to implement BrightSign features such as day-parting and networking. Simple tools and wizards guide users step-by-step through the process of creating presentations and publishing. Preset multi-zone templates and custom layout tools help users create eye-catching displays without having to manually configure coordinates and image sizes.

With the ability to create interactive playlists using the graphical interface, the need to use text files and commands is eliminated. 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 amazingly fast and easy to prepare for publication because the software automatically creates the playlist file and bundles it with the selected content, ready for BrightSign playback.

BrightAuthor 2.2 also enables users to synchronize multi-screen displays via Ethernet connections, making it easy to create video wall applications. Other features include support for live video and networked content such as RSS feeds for localizing the display with news, traffic and weather tickers.

Availability

Avopo offers a full range of BrightSign digital players and kiosk controllers including looping, interactive, network-enabled, network-enabled/interactive media players and players with built-in Wi-Fi. Included at no additional cost with all BrightSign players, BrightAuthor 2.2 software runs on a standard Windows PC with XP, Vista or Windows 7.

About Avopo

Headquartered in Beijing, Avopo focuses on Internet and wireless/mobile network structured Digital Signage to address the rapidly growing market need for cross-media platform digital media content management and distribution for Digital-Out-Of-Home (DOOH) Media Operators. A seasoned management team with rich experience and strong background in multimedia is leading the company to be the pioneer in innovation of DOOH. Avopo is furthermore positioning itself in provisioning Digital Signage Network (DSN) operation service for place-based digital media as well as those verticals where interactive information is on demand. In 2010, Avopo launched its sub-brand "Orange," a logo representing Content Creation under which a professional design team delivers rich content to media

and DS customers. This is claimed to be the first content creation provider in the country. For more information, visit www.avopo.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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