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BrightSign Adds Commercial Audio Distribution Product to its Digital Signage Portfolio

BrightSign AU320 Functions as Standalone Audio Device, Also Integrates Seamlessly with Digital Signage Installations for a Complete Audio/Video Solution

LAS VEGAS, NV – (June 12, 2012) – [BrightSign, LLC®](#), the market leader in digital signage players, today announced the BrightSign AU320, a new commercial audio distribution product that further expands the company’s portfolio of digital signage solutions. The AU320 is a networkable audio solution that integrates messaging playback and background music in retail outlets and other commercial settings.

"While people don't often realize it consciously, audio is pervasive in commercial settings and it directly influences our frame of mind when we're visiting those businesses," said Jeff Hastings, BrightSign CEO. "From upbeat background music at retail that puts us in the mood to purchase, to relaxing music in a doctor's office that soothes our nerves, background audio significantly impacts our experience visiting those businesses."

The AU320 is a scalable solution that enables everything from simple background music to single-zone audio that integrates with and complements even the most robust digital signage implementations. It can be used in countless applications with unique requirements – picture a tour bus company that wants to loop specific audio tracks when geo-location features of the BrightSign product indicate the bus is moving within a certain geographical radius.

Key features of the new BrightSign AU320 include:

Background Audio: upload playlists by simply publishing to an SD card or uploading via a network connection

Content Compatibility: supports a wide range of licensed content and custom audio playlists; supports audio file formats including MP2, MP3, ACC and WAV

Synchronized Audio/Video: integrates music and messaging with digital signage to deliver a cohesive audio/video experience



Signature Reliability: solid-state architecture eliminates bothersome downtime typical of PC-based installations

Simple Administration: BrightAuthor software and free networking options require minimal technical skills for updates and management – no need for professional IT or A/V support

BrightSign is not new to the world of networked commercial audio distribution. An alternate BrightSign player has been available for the past year to select customers as a custom audio solution. One such customer is a major national department store chain that is using BrightSign to enrich the shopping experience by enabling shoppers to earn loyalty points and receive daily discounts. In addition to background music, the BrightSign audio device delivers an inaudible, high frequency sound that is detected by a popular mobile app on shoppers' mobile phones, initiating the push of discounts and other promotions to customers while they shop. This non-intrusive form of real-time, location-based marketing demonstrates how commercial audio players are being used for much more than just music delivery.

InfoComm 2012 attendees are invited to visit [booth #N2056](#) to learn more about the new AU320 and the rest of BrightSign's portfolio of digital signage solutions.

Pricing & Availability

The new BrightSign AU320 will be available in August 2012 for US\$250.00.

About BrightSign

BrightSign, LLC is the market leader in digital signage players. Based in Los Gatos, California, the company develops products, software and networking solutions 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 US sales inquiries, please contact sales@brightsign.biz or call +1-408-852-9263. For European sales inquiries, please email Pierre Gillet: pgillet@brightsign.biz or call +44-1223-911842. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

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