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BrightSign Announces New Line of Solid-State HD Digital Signage Players

Lower Cost, Smaller Form Factor, Better Media Handling plus BrightSign's Signature Reliability, Ease-of-Use and Easy Integration

Los Gatos, CA – April 10, 2012 – [BrightSign, LLC](#)[®], a leading innovator in digital signage solutions, announced today an all-new line of HD solid-state digital signage controllers that are more affordable, and have a smaller form factor than ever before. Offering the same reliability, ease-of-use and easy integration that have made BrightSign a trusted name in the digital signage industry, the new HD line has three models to support a wide variety of applications ranging from stand-alone kiosk displays to networked solutions with engaging interactivity.

"We're excited about the new players because they deliver the same robust features, signature reliability and ease-of-use our customers require, but at prices that are now lower than ever before and on an updated platform that delivers even better media handling capabilities," said Jeff Hastings, BrightSign CEO. "It's unusual to be able to significantly improve products and, at the same time, reduce the cost; but that's exactly what we've done."

Hastings explained that the new HD players are integrated with a next-generation microprocessor that allows BrightSign to deliver improved media playback performance as well as save on manufacturing costs and pass the savings on to its customers.

Using power-efficient technology, the new players deliver consistently high performance and reliability – even for 24x7 applications. All of the models in BrightSign's new product line also feature Full HD quality for flawless video playback, solid-state (PC-less) reliability and free BrightAuthor signage management software plus a variety of networking options.

BrightSign's new HD Digital Signage player line includes:

BrightSign HD120 – Basic Interactive Model: BrightSign's most affordable, Full HD solution brings stand-alone displays to life and combines solid-state reliability and simple GPIO interactivity with BrightSign's signature ease-of-use and integration. Updates can be made with an SD card. MSRP is US\$250.00

BrightSign HD220 – Networked Looping Model: Enables easy, networked content updates and live data feeds (Live Text), along with video playback and Ethernet synchronization. MSRP US\$350.00

BrightSign HD1020 – Networked Interactive Model: Offers a wide range of interactive options to engage customers using GPIO, USB, serial and UDP connections and networked content for a truly impressive display. MSRP US \$500.00

With BrightAuthor, a PC software application included with all BrightSign digital signage controllers free of charge, creating, publishing, managing and monitoring digital signage displays is simplified. The application also offers dynamic capabilities such as:

- Incorporation of Live Text – simple data integration to connect Twitter feeds, stock tickers and other private and public databases to POS displays, menu boards, wait lists, financial/manufacturing displays, and more
- Creation of synchronized video walls for vibrant exhibits, events and promotions
- Utilization of dynamic playlists to update a set of content without republishing an entire presentation

Measuring 4.9 x 1.3 x 5.4 in. (W x H x D) and weighing only 16.6 oz., BrightSign's new HD players are easy to integrate and can be easily tucked out of sight.

Availability, Pricing

The new BrightSign HD product line of stand-alone and network-enabled interactive players will be available from the [BrightSign Store](#) beginning April 17, 2012. Distributor pricing is available upon request. Backed by a one-year warranty, the players include wall mounting brackets and BrightAuthor, a PC software application that simplifies creating, publishing, managing and monitoring digital signage displays.

BrightSign's new HD players will be demonstrated during Screenmedia Expo, in Earl's Court, London; May 16-17 at BrightSign's Stand #B47.

BrightSign will continue to offer its award-winning flagship players, the HD210w and HD1010w digital sign controllers with built-in Wi-Fi, respectively priced at US\$450.00 and US\$700.00; and the TD1012 portable tabletop player for US\$1,300.00.

About BrightSign

BrightSign, LLC, based in Los Gatos, California, 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/pages/BrightSign-LLC/121852744557182>.

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