BrightSign Announces New XD Product Line

Solid-state Digital Signage Media Players with PC-class Performance

LOS GATOS, CA – (Marketwire - October 11, 2012) – BrightSign, LLC®, the market leader in digital signage players, announced today the industry's first line of solid-state digital signage media players with PC-class performance. Solid-state players have always been more affordable and much more reliable than PC-based signage solutions, but BrightSign's new XD product line is the first of its kind to deliver the features and capabilities of PC-based solutions as well.

"This is a major milestone for BrightSign, and we believe our new XD products will reshape the competitive landscape of our industry," said Jeff Hastings, CEO of BrightSign. "Historically, PC-based signage solutions have held certain advantages compared to solid-state players, but today we're leveling that playing field. Our solution offers the robust functionality that PC-based solutions are known for, but with the dramatic cost advantages and unparalleled reliability of a purpose-built signage solution."

BrightSign's new XD products are the industry's first solid-state players to offer video and other multimedia capabilities that, if previously possible at all, were only possible with PC-based solutions. This includes the ability to display Live HDTV broadcast content using an ATSC/Clear QAM tuner or HDMI input. The ATSC tuner is used to play cable TV or closed-circuit TV broadcasts, and the HDMI input is used to play any broadcast content – even HDCP-protected content. All models include an advanced video decoding engine with superior scaling technology that delivers pristine 1080p60 video and supports 3D content. The video engine is capable of decoding two 1080p60 videos or several lower-resolution videos simultaneously. All models support HTML5, so content creators can use familiar development tools to create engaging content. In addition, BrightSign's usual touch-screen interactivity is enhanced with swipe/gesture control.

After participating in the BrightSign XD beta testing program, Udi Shemesh, Director of Technology Integration at The CSI Group, commented "BrightSign's digital signage players have been improved with every new release, and the new BrightSign XD is no exception." He continued, "We were particularly impressed with the overall performance of the player's video engine and the ability to play back multiple images at very high speed. In addition, the video quality of Live HDTV playback was exceptionally high."

BrightSign's new XD digital signage media players are available in three models:

XD230 Networked Player: Powerful video engine capable of dual Full HD 1080p60 decode and simultaneous content playback from local, networked and streaming sources. Abundant content support, including HTML5 and 3D content. And UDP network control for messaging between the BrightSign player and third-party devices.

XD1030 Networked Interactive Player: All the features of the XD230, plus S/PDIF output for pure digital and surround-sound audio, as well as a diverse range of interactive controls such as GPIO, serial, USB, UDP and mobile devices for engaging interactive displays.

XD1230 Networked Interactive and Live HDTV Player: Includes all the features BrightSign offers, plus Live HDTV playback to play content from any broadcast channel (even HDCP-protected content) via the HDMI input or the ATSC/Clear QAM tuner.

"Implementation of a PC-based signage solution is reserved for a very specific application. In usual circumstances, we simply can't afford the cost of a computer-driven system when a large-scale rollout is required, not to mention the inevitable PC downtime and high heat emissions," said Michel Baronnier, President of TMM Communication in France. "BrightSign has always offered us an attractive alternative – and now with BrightSign XD, we can fulfill all market needs."

BrightSign's new XD product line will be available from the BrightSign Store in December 2012. The MSRP of the XD230, XD1030 and XD1230 digital signage media players will be $450, $600 and $700, respectively. Distributor pricing is available upon request. The players are backed by a one-year warranty and include BrightSign's free BrightAuthor software, which simplifies creating, publishing, managing and monitoring digital signage displays.

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's 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 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. You can follow BrightSign at http://twitter.com/brightsign and http://www.facebook.com/BrightSignLLC.

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