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BrightSign BrightAuthor v2.3 Digital Signage Display Software Now Available in 4 European Languages

**Enables Non-technical BrightSign Users to Create and Manage Displays
in French, German, Italian and Spanish**

Amsterdam, Netherlands - 31 January 2012 -- Known worldwide for combining innovation with affordability, digital signage leader [BrightSign®](#) announced today that it has added support for four European languages to Version 2.3 of its [BrightAuthor](#) PC-based software. Now available in French, German, Italian and Spanish as well as English and Chinese; the powerful PC application is included free of charge with BrightSign's broad line of high-definition, solid-state digital signage controllers.

"BrightSign's UK office has been meeting the digital signage needs of Western Europe since 2008 through its European channel network, which includes partners in every major country in Europe," said Jeff Hastings, BrightSign CEO. "With BrightAuthor now available in six languages, our products are more global and more user friendly than ever before. It's part of our commitment to help both current BrightSign customers and prospective customers who require a localized solution with affordable, easy-to-use digital signage that doesn't sacrifice quality or reliability."

According to a recent ABI Research study, North America will make up the bulk of the digital signage deployments over their 2010-2016 forecast period, followed by the Western European and the Asia-Pacific regions.

With multi-lingual support, BrightAuthor enables users to create, publish, update and manage digital signage displays in the language of their choice. Designed with an intuitive, visual-based interface, the software includes templates, wizards and customization tools that even a novice can use to cost-effectively develop and manage their own presentations. The guides make it easy to create full-screen and multi-zone playlists for looping displays without manually configuring coordinates and image sizes. Content can be easily enhanced with features such as day-parting/scheduling, interactivity, synchronization and simple networking. Publishing the content is also simplified because the software automatically creates the playlist file and bundles it with the selected content, ready to drop onto an SD card for playback or delivered over a network.

Availability

Designed to run on a standard Windows PC with Windows XP or Vista or Windows 7, plus Microsoft .Net Framework 3.5 or later, BrightAuthor v2.3 will be available free of charge to all BrightSign users in Q1

2012. With this application, presentations can be deployed to BrightSign's full range of BrightSign digital players and kiosk controllers including looping, interactive, network-enabled, network-enabled/interactive media players, players with built-in Wi-Fi and a free-standing tabletop display that delivers high-resolution video displays instantly without external power or wiring.

To help users learn the basics about its products, BrightSign offers an online [Quick Start Kit](#), [BrightSign demos](#) and a [Tutorial page](#). The kit includes the latest version of BrightAuthor, a Quick Start Guide and sample BrightAuthor project files for full-screen, multi-zones and interactive presentations.

About BrightSign

BrightSign, LLC, based in Los Gatos, 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.

For European sales inquiries, please email Pierre Gillet: pgillet@brightsign.biz

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