

Client Contact: Ann Holland  
[pr@brightsign.biz](mailto:pr@brightsign.biz)

Agency Contact: Andy Marken  
408-986-0100  
[andy@markencom.com](mailto:andy@markencom.com)

**FOR IMMEDIATE RELEASE**  
**BrightSign ISE 2012 Stand #10K136**

## **BrightSign Launches New Enterprise Edition of Cloud-based BrightSign Network Software at ISE**

**Affordable, Secure Server Software Easily Installs onto Private Network Servers Allowing Users to Serve and Support their Own Digital Signage Network**

**AMSTERDAM, Netherlands (January 31, 2012)** – Recognized worldwide for making digital signage easy and affordable, [BrightSign®](#) announced today an extension to its cloud-based hosted digital sign network solution, [BrightSign Network](#). The new solution, BrightSign Network Enterprise Edition, is an installable software application that gives qualified customers the ability to run BrightSign Network on their own corporate network infrastructure. All of BrightSign Network's popular features and functionality will be packaged into the new BrightSign Network Enterprise Edition, while providing the capability of hosting the solution onto private networks. BrightSign Network Enterprise Edition will be available Q1 2012.

“BrightSign Network Enterprise Edition is ideal for organizations like financial institutions, retailers and other large institutions that must ensure the security of their data by maintaining their own private network,” explained Jeff Hastings, BrightSign CEO. “This new packaged version of BrightSign Network will allow us to reach a new level of digital signage customers that require the use of their own network servers.”

BrightSign Network Enterprise Edition is a scalable solution that provides the complete infrastructure to securely manage networks ranging from one to hundreds of players. BrightSign's total signage solution is unique in providing not only high-quality solid-state players, but also presentation authoring software and scalable networking to deliver fully-featured yet affordable digital signage. BrightSign's powerful [BrightAuthor](#) PC software, which is included with all BrightSign players allows even novice users the ability to create dynamic digital signage presentations with multiple zones, interactivity, live content, scheduling and content management. BrightSign Network Enterprise Edition and BrightAuthor combine to provide BrightSign users with the convenience, management tools, reporting and the security required to support their networked digital signs from any location in the world that has internet connectivity.

BrightSign Network Enterprise Edition offers industrial strength and reliable security using standard Web technologies, and includes fundamental digital sign network features:

- Administer, monitor and send updates over the network through the BrightAuthor user interface
- Configure network connection frequency and time of day
- Check the device status including last connection and currently playing presentation
- Deliver firmware updates to remote units
- Supervise bandwidth usage by device and by time of day
- Utilize smart media caching to minimize bandwidth usage
- Configure network storage requirements of content to meet the user's needs
- Review reports for proof of content delivery and playback
- Assign and manage devices using network groups
- Manage content library

## Availability

Designed to run on Microsoft Windows, BrightSign Network Enterprise Edition will be available in Q1 2012. The application is supported by BrightSign's network-enabled high-definition digital signage controllers ranging from the solid-state HD210 with simple looping video playback and the HD210w (wireless) to the HD1010 interactive player and the HD1010w (wireless). BrightSign networked digital players are also available from the [BrightSign Store](#) with prices starting at US \$399.99.

## 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](http://www.brightsign.biz). For US sales inquiries, please contact [sales@brightsign.biz](mailto:sales@brightsign.biz) or call 408-852-9263. For European sales inquiries, please email Pierre Gillet: [pgillet@brightsign.biz](mailto:pgillet@brightsign.biz) or call +44-1223-911842. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/pages/BrightSign-LLC/121852744557182>

###