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FOR IMMEDIATE RELEASE

BrightSign Lowers Pricing on Integrated Tabletop Display

TD1012 now available for \$1299, a 35% price reduction

LOS GATOS, CA – February 8, 2012 – [BrightSign LLC](#)® is pleased to announce a significant price reduction on its flagship tabletop signage display, the BrightSign TD1012. Introduced last year, the freestanding, portable display is a reliable, solid-state solution for customers seeking to make an impact at the point-of-purchase. The TD1012 features an attractive yet durable steel enclosure with a built-in portrait 12.1" high-resolution screen and solid-state media player. With a replaceable/rechargeable battery offering at least 12 hours of battery life and wireless networking built-in, this display can be placed exactly where signage is most needed such as retail merchandise tables and check-out counters.

Improvements in the manufacturing process and decreased production costs have allowed BrightSign to offer this portable tabletop display tower at a fraction of the original \$1999 price. The TD1012 is now available for only \$1299, and orders may be placed online at the BrightSign web store <http://store.brightsign.biz/Store-W1.aspx> or by phone at +1-408-852-9263.

The BrightSign TD1012 is a PC-less digital signage solution, which means that customers enjoy a much higher standard of quality and reliability. The free BrightAuthor PC software allows users to build playlists quickly and easily. And content updates can be done remotely via Wi-Fi (802.11a/b/g/n) using the BrightSign Network or Simple Networking; or using USB or SD cards.

Specifications:

- Dimensions: 10.5 x 19.9 x 9.9 inches (w x h x d) • 266.7 x 505.5 x 251.5 mm (w x h x d)
- Weight: 25 lbs. / 11.5kg
- Rear power switch
- Rear power adaptor plug for recharging battery
- Included power adaptor
- 1 year warranty, parts and labor

BrightSign Availability

BrightSign offers a complete family of stand-alone and network-enabled digital signage controllers ranging from the HD110, HD210 and HD210w (wireless) simple looping players to the HD410, HD810, HD1010 and HD1010w (wireless) interactive players and the TD1012 freestanding tabletop player. BrightSign players are available from the [BrightSign Store](#) with prices starting at \$284.99.

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. For sales inquiries, please contact sales@brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/pages/BrightSign-LLC/121852744557182>

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The BrightSign TD1012 data sheet can be downloaded from the BrightSign website:
http://www.brightsign.biz/documents/BrightSignTD1012_Datasheet_Letter_rev3.pdf

For more information, contact BrightSign via email: sales@brightsign.biz

High-resolution images are available from: Andy Marken, andy@markencom.com

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