



FOR MORE INFORMATION:

John Snedigar, Faultline Communications
john@faultlinecomms.com / 408-705-7518

Ann Holland, BrightSign
pr@brightsign.biz / 408-656-9239

BrightSign Named Digital Signage Player Market Leader

LAS VEGAS, NV – (June 12, 2012) – [BrightSign, LLC®](#) increased its share of the digital signage media player market by 50% in 2011, retaining its number-one position, according to a new report from IMS Research, (recently acquired by IHS) the leading independent provider of market research and consultancy to the global electronics industry.

In the IMS Research report, ‘The World Market for Digital Signage, 2011 edition’, BrightSign’s share of the digital signage player market (excluding PCs) was 31.6% in 2011, and 21.3% in 2010 based on units shipped. The company was the market leader in both years.

Commenting on the findings, BrightSign CEO Jeff Hastings said, “BrightSign’s player range is affordable, small and fast, delivering the company’s hallmark reliability, ease-of-use and easy integration. Customers love the formula, and their success with the product is bringing BrightSign growth and market leadership.”

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 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/BrightSignLLC>.

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