

Client Contact: Ann Holland  
408-656-9239  
[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 and Flixio Collaborate to Create Interactive Signage Experience for CubeSmart Customers at more than 350 Locations**

**All-Inclusive Touchscreen Displays are Connected with BrightSign Network to Address Customer Self Storage Needs in a Consistent Manner throughout CubeSmart Locations Nationwide**

**LOS GATOS, CA – March 13, 2012** – [BrightSign LLC®](#), a key player in the digital signage controller industry, announced today the results of its recent collaboration with [Flixio](#), a content development partner with more than a decade of experience. For [CubeSmart<sup>sm</sup>](#) (NYSE: CUBE), a leader in the \$20+ billion self-storage industry, [BrightSign network-enabled HD1010](#) interactive players are being linked via [BrightSign Network](#) to provide consistent branding for its locations nationwide. Combined with Flixio's engaging content, the all-inclusive touchscreen displays are designed to help CubeSmart increase sales by illustrating the expanded CubeSmart offerings that are revolutionizing the self storage industry.

Following the successful deployment of the BrightSign/Flixio signage solution in the lobby of its initial superstore in Philadelphia, CubeSmart is rolling out displays at more than 350 locations across the nation. Flixio's CubeSmart solution was a silver place winner this month in the **Business, Industry & Government category** of the Digital Signage Expo® Content Awards for 2012.

With the touchscreen display, a CubeSmart customer, or an employee assisting a customer, can view the many features and benefits that set CubeSmart apart from the competition. They can call up an array of offerings, including enhanced storage options such as individual unit alarms and remote access, logistics services, comprehensive moving assistance, office amenities, and even organizational options such as premium shelving, as well as the industry's first SmartTrakr organizing mobile app by CubeSmart.

"Not only does the introduction of the touchscreen display further demonstrate how CubeSmart is reinventing storage," stated Joel Keaton, Vice President of Marketing at CubeSmart, "but it will also enhance the storage experience by offering tailored advice and information to address the specific needs of each customer in a consistent manner throughout all of our CubeSmart locations nationwide."

"BrightSign players were initially selected for their price, ease of use and product quality," said Kirk Vanderleest, Vice President, National Accounts at Flixio. "Some of the features that influenced CubeSmart to expand their signage solution to other locations were the networking features that simplified changing content, the great touchscreen interface and the high-quality content playback."

The BrightSign players provide the sophisticated features and controls that Flixio's dynamic, interactive content requires to drive easy touchscreen access. There are 130 unique video assets in the CubeSmart interactive project and the number of connection points between assets, i.e., different routes or directions a person can take, is close to 1,000. Despite this complex web of connections, the content itself seamlessly guides viewers from one CubeSmart service or feature to the next, allowing them to quickly and easily find the information they need.

The presentations for all CubeSmart locations can be published, updated and changed remotely using the BrightAuthor software and the user's hosted [BrightSign Network](#) subscription which connects more than 350 installed BrightSign units. Locations are also grouped on the network according to their offerings to simplify content management and publishing.

Featuring a non-PC solid-state platform, the BrightSign players are more affordable than PC-based players and are more reliable because they have no moving parts to fail. The solid-state platform also makes the players much easier to deploy, use and maintain than PC-based solutions. In addition, because the BrightSign HD1010 doesn't require a PC to deliver true high definition, it requires no more than 5 watts of power, compared to 70-90 watts for an average PC.

Like all BrightSign models, the BrightSign HD1010 signage controller includes [BrightAuthor](#) software free of charge. The PC software makes creating, publishing, managing and monitoring displays easy—even for non-technical users. Featuring an open architecture, BrightAuthor also enables Flixio to deploy content developed in-house.

### **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, 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 CubeSmart**

CubeSmart is a self-administered and self-managed real estate investment trust. CubeSmart owns or manages 480 self-storage facilities across the United States and operates the CubeSmart Network, which consists of approximately 825 additional facilities. The Company plans to exceed Customer expectations by adding more personalized services and technology to some of the best storage spaces around. According to the 2011 Self Storage Almanac, CubeSmart is one of the top four owners and operators of self-storage facilities in the U.S. For more information, visit [www.CubeSmart.com](http://www.CubeSmart.com) or call 800-800-1717.

### **About Flixio**

As providers of premium digital signage content and integration solutions, Flixio Studios has been producing award-winning video and motion graphics for more than a decade. Located just outside

Portland, OR, in historic downtown Oregon City, Flixio brings forward-thinking business acumen to the world of digital signage content. Working to understand clients' goals from beginning to end, Flixio's content engagement strategies and integration solutions ensure the content they create performs flawlessly and has the desired impact. For inquiries, please contact [Sales@Flixio.com](mailto:Sales@Flixio.com) or call 503.607.0010.

## About BrightSign

BrightSign, LLC, based in Los Gatos, California, 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](http://www.brightsign.biz). For US sales inquiries, please contact [sales@brightsign.biz](mailto:sales@brightsign.biz) or call +1-408-852-9263. 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>.

###

**High-resolution images and additional information are available from:** Andy Marken,  
[andy@markencom.com](mailto:andy@markencom.com)

BrightSign and the BrightSign logo are registered trademarks of BrightSign, LLC in the United States and other countries. All other trademarks are trademarks or registered trademarks of their respective owners. Specifications subject to change without notice.