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BrightSign, Flixio Studios, Philips Commercial Signage and Peerless-AV Team to Create Entry Signage at DSE 2013

Eye-catching Video Wall Welcomes Conference Attendees, Provides Gateway to Show Floor

LOS GATOS, CA – (February 26, 2013) – [BrightSign, LLC®](#), the market leader in digital signage players, announced today that it has been selected by Digital Signage Expo (DSE) conference management to provide digital signage media players for the show's entry display that greets attendees as they enter the tradeshow floor. This is the third consecutive year that BrightSign has partnered with signage industry leaders to power the eye-catching display, further cementing the companies' longstanding partnership with DSE.

"We're enthusiastic about continuing our work with DSE, and we're honored to be selected once again to power this impressive display," said Jeff Hastings, BrightSign's CEO. "Each year we strive to create a display that showcases what's possible with digital signage today, and I believe this year's installation has raised the bar yet again."

DSE assembled an all-star team to collaborate on the entry display for this year's show. Flixio Studios created a bevy of rich content that [BrightSign's market leading solid-state players](#) will then distribute to 13 Philips displays secured with Peerless-AV mounts. All told, the mosaic-style installation covers an area of approximately 8 feet high by 16 feet wide, suspended 8 feet off the ground by giant columns on either side.

"This installation is the focal point of the show, so we were adamant about creating a display that showcases the very latest in digital signage technology," said Chris Gibbs, president of Atlanta-based ExpoNation, LLC, the producer of Digital Signage Expo. "To that end, we assembled a team of leaders in their respective fields and believe that the final product will convey the dramatic and exciting nature of DSE while welcoming attendees to this year's show."

This year's DSE installation is visually stunning, offering a modern twist on a traditional video wall. The installation utilizes a new generation of Philips Edge-lit LED display technology with thirteen displays of three different sizes alternating in landscape and portrait orientation. Flixio Studios developed rich content that flows beautifully across all 13 screens. BrightSign players provide flawless synchronization, engaging viewers with dynamic motion graphics that both entertain and inform conference attendees.

BrightSign players control Ethernet synchronization of brilliant Full HD content across all 13 screens. Using BrightSign's free, open-platform [BrightAuthor signage management software](#), the 13 presentations were easily developed and synchronized to create the seamless playback effect. One BrightSign unit acts as the master player and the other 12 act as clients, linking playback based on the synchronization commands sent from the master. BrightSign's media players are purpose-built for digital signage, providing state-of-the-art features and performance via a non-PC, solid-state platform. BrightSign's solid-state architecture delivers greater reliability at a significantly lower cost than PC-based solutions. BrightSign's multiple networking options also enable remote content updates, monitoring and management of installations large and small.

Pricing & Availability

BrightSign players are available from the [BrightSign store](#). Models range from \$250 - \$700. Distributor pricing is available upon request. BrightSign's BrightAuthor software application runs on all late-model PCs and is included free of charge.

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>.

About Flixio Studios

Flixio Studios, a producer of premium video and motion graphic content based in Oregon City, OR, develops video, motion graphics and 2D/3D animation to make digital applications come alive. Flixio Studios combines a stock library of 4,500 HD clips, a full creative and design team and unparalleled customer service as well as trouble-shooting support to ensure client content engages viewers, trains employees and delivers results. For content inquiries, please contact sales@flixio.com or call 503-607-0010.

About MMD

MMD is a subsidiary of TPV Technology Limited and is the exclusive licensee of Philips Commercial Signage and Philips Monitors worldwide. By combining the Philips brand promise with TPV's manufacturing expertise in displays, MMD uses a fast and focused approach to bringing innovative products to market. MMD operates internationally with its Global headquarters in Taiwan, North American headquarters in Atlanta and its European headquarters in Amsterdam. Through its network of local sales agents MMD works with a comprehensive range of expert system integrators, distributors and resellers. The company's design and development centers are located in Taiwan and Amsterdam. For more information on MMD, visit www.mmd-p.com or contact us.sales@mmd-p.com.

About Peerless Industries, Inc.

Peerless-AV, a Peerless Industries, Inc. company, is a leading designer, manufacturer and distributor of Made-in-the-USA audio-visual solutions. Our innovative product line includes flat panel mounts, projector mounts, tablet mounts, wireless technology, motorized mount solutions, audio cables, video cables, kiosks, interactive kiosks, AV furniture, AV racks, AV shelves, precision gear products, surge protection, screen cleaning products and a full assortment of accessories. A 70-year-old global company, Peerless-AV has remained at the forefront of the industry, creating new AV technologies that push the envelope and provide ideal solutions to meet the needs of the consumer and pro markets, alike. Peerless-AV manufactures over 3,600 products that serve original equipment manufacturers, commercial integrators and consumer retailers in 22 vertical markets worldwide through direct sales representatives and authorized distribution. For more information, visit www.peerless-av.com.

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