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BrightSign Unveils Company's Largest-ever Presence at DSE 2013

Company's Products Will Be Featured Extensively Across Entire Show Floor

LOS GATOS, CA – (February 26, 2013) – [BrightSign, LLC®](#), the market leader in digital signage players, today unveiled its plans for the company's largest-ever presence at the Digital Signage Expo (DSE), the world's largest international tradeshow dedicated to digital signage, interactive technology and out-of-home networks.

"DSE is an exciting event that helps us kick off the new year in North America, and each time we exhibit we manage to top the previous year's showing," said Jeff Hastings, BrightSign's CEO. "This year is no exception, as we've managed to increase not only our booth presence, but we've leveraged many of our strong industry partnerships to achieve the most expansive DSE presence in our company's history."

Show attendees who visit BrightSign's booth (#642) will witness compelling demonstrations of the company's new XD digital signage players – the first of their kind to offer PC-class performance from a solid-state device, with robust capabilities such as HTML5 authoring, gesture/swipe control and live HDTV.

In addition to the company's booth presence, BrightSign will be present at virtually every turn – in partners' booths, in the New Products Pavilion and behind the scenes powering the impressive entry signage that will welcome attendees to the show floor.

"It's really no surprise that so many industry players turn to BrightSign when it comes to events such as DSE," said Kirk VanderLeest, vice president of global accounts at Flixio. "For tradeshows and other high-profile events, reliability is paramount, especially given the substantial investment of both time and money that companies make to ensure a successful presence at shows like these."

Doug Price, senior sales engineer at NanoLumens, added, "We use BrightSign players every chance we get – they are the perfect complement to our displays. Customers seek out our displays because they can be manufactured and installed in virtually any configuration, and BrightSign's players are equally adaptable to whatever configuration our customers dream up."

Attendees are invited to see BrightSign's products in action at the following venues:

BrightSign booth (#642): Come meet BrightSign's executives at the company's 20x20 island booth and view demonstrations of BrightSign's newest line of solid-state digital signage players.

DSE 2013 Entry: For the third consecutive year, BrightSign's players are powering the entry display that greets attendees as they enter the tradeshow floor.

New Products Pavilion: BrightSign's new XD digital signage players will be spotlighted among many of the industry's newest and leading digital signage products.

Almo booth (#1251): Almo will use a variety of BrightSign player models to power the displays in its booth.

Flixio booth (#C3): BrightSign will power a 72-inch touch screen that anchors Flixio's booth display.

NanoLumens booth (#1042): All of NanoLumens' displays will be controlled by BrightSign's players.

Philips booth (#1031): Ten BrightSign players will power an impressive interactive experience in the Philips booth, including a video wall comprised of six artfully tiled displays. In addition, Philips will be showing BrightSign players as part its All-in-One Solutions section within the booth.

Stampede booth (#1125): BrightSign's players will power a trio of LG screens.

All told, DSE 2013 promises to be a very successful showcasing of BrightSign's products, and serves as validation of the company's many partnerships across the industry.

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>.

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