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BrightSign to Partner with Philips Signage Solutions at InfoComm 2013

Market Leaders in Their Respective Fields Collaborate to Offer Industry's Most Compelling Solution for Multi-screen Digital Signage Applications

LOS GATOS, CA – (June 10, 2013) – BrightSign, LLC®, the market leader in digital signage players, today announced that MMD, the name behind Philips Signage Solutions and Philips Monitors worldwide, has chosen BrightSign as a core solution provider of digital signage controllers to power multi-screen applications such as video walls, digital menu boards and other projects that require synchronization across multiple screens. The companies have chosen InfoComm 2013 (June 8-14 in Orlando, FL) as the venue to formally announce their partnership, and to educate show attendees about the very latest techniques to deploy eye-catching, multi-screen digital signage applications in virtually any setting.

“Simple video walls of just a few years ago have given way to a new wave of multi-screen applications that simply weren’t technically feasible until recently,” said Jeff Hastings, BrightSign’s CEO. “Philips signage displays can be tiled together in any configuration – at zero, 45 or 90 degrees – creating near-limitless possibilities for creative installations that engage and attract patrons in restaurants, offices, museums and other public settings.”

Both BrightSign and Philips Signage Solutions will host educational workshops in their respective booths on Wednesday, June 12 through Friday, June 14. At 1:30pm each day, Philips Signage Solutions will host BrightSign workshops in its booth (#1743) to educate attendees about the many multi-screen applications made possible with the combination of the company’s new [Philips VL Series commercial-grade LED displays](#) and BrightSign’s new [XD digital signage players](#) (register at <http://philipsbrightsignworkshop.eventbrite.com/>). BrightSign will conclude each of these workshops by giving away a BrightSign XD230 digital signage player to a randomly chosen workshop attendee. Additionally, for those InfoComm attendees who want to dive into exactly “how” it’s done, BrightSign will explain the simple steps for creating multi-screen presentations using BrightSign’s digital signage players and its BrightAuthor software in their daily workshops at 11am and 3pm at its booth #4645 (register at <http://brightauthorworkshop.eventbrite.com/>). Attendees are encouraged to register in advance or drop by these workshops to see for themselves how to easily and affordably deploy multi-screen installations in a variety of applications.

“BrightSign’s players are the perfect engine to drive our new Philips VL displays,” said Craig Rathbun, managing director at MMD, the name behind Philips Signage Solutions worldwide. “The BrightSign XD players are highly capable and can pass-through whatever Full HD content we send their way. In addition, the company’s BrightAuthor software supports portrait, landscape and even 45-degree orientation, allowing us to mount our displays in striking configurations for added visual impact.”

Philips Signage Solutions will display an impressive video wall in its booth at InfoComm 2013, featuring its newly announced Philips VL displays powered by BrightSign’s XD digital signage players. Installers, integrators and other InfoComm attendees are encouraged to visit Philips’ and BrightSign’s booths (#1743 and #4645, respectively) to see for themselves how the companies are redefining what is possible in multi-screen digital signage applications.

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 MMD

Philips Signage Solutions is operated by MMD, a subsidiary of TPV established in 2009 through a brand license agreement with Philips. MMD exclusively markets and sells Philips commercial displays 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. For more information on MMD, visit www.mmd-p.com or contact us.sales@mmd-p.com

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