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Exclusive mobile phone brand uses BrightSign globally

LOS GATOS, CA, 22 July 2013 – [BrightSign, LLC®](#), the market leader in digital signage players, announced today that Vertu, the world's leading provider of luxury mobile phones, has opted to use its players in its global network of boutiques and concessions.

With flagship stores in London, Paris, Milan, Singapore, Hong Kong, New York and Las Vegas, Vertu's phones are now sold in over 500 stores, including over 70 Vertu boutiques, in 66 countries. Vertu unveiled a new store concept for its boutiques in 2010, which included various designs of digital signage screens, some of these are known internally as blades. Some designs are able to twist and rotate, displaying either individual images or content synchronised across the array – the whole presenting a very contemporary concept. Vertu concessions within larger stores are equipped with single screens presenting similar content.

Following an extensive trial of available player options, Vertu selected BrightSign solid-state players on the basis of their unparalleled reliability and low power consumption. During the trial, the ability of BrightSign players to run content straight out of the box, and to continue playback for weeks on end without failure impressed the Vertu team greatly. Further factors were the very low power consumption, low acquisition cost, small size and stellar playback quality. Content is managed using the BrightAuthor software package. Vertu is also using the BrightSign players to playback holograms, adding a hologram-processing unit between the player and the hologram apparatus.

About Vertu

Vertu aims to deliver the world's best luxury mobile phone experience for its customers by combining expert craftsmanship and peerless materials with innovative technology and unique services. Today, Vertu leads the market that it pioneered over a decade ago.

The Vertu range of mobile phones is made up of four distinct models – Vertu Ti, Signature, Ascent and Constellation. Vertu mobile phones are handmade in England using the world's finest materials, with each one assembled by a single craftsman.

Vertu is renowned for its Concierge and curated services; a suite of carefully selected exclusive offers, content and services especially selected to enhance the Vertu customer's lifestyle. Vertu LIFE offers personalised recommendations and privileged access to experiences and events. Vertu CERTAINTY delivers security for customers, their data and their phones. Vertu is available from around 500 stores, including 70 Vertu Boutiques, in 66 countries. For more information please visit www.vertu.com

BrightSign®

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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