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BrightSign Stand 8-N250

## **BrightSign looks to the future at ISE: unveils first 4K player**

*BrightWall™ and Sign Preview added to XD range*

**LOS GATOS, CA, 10 January 2014** – BrightSign, LLC®, the market leader in digital signage media players, is setting the pace for 2014 at ISE, demonstrating its first solid-state commercial 4K digital signage media player at the event. It will also present new BrightAuthor features for the current range of XD and HD players.

BrightSign's booth will feature landscape and portrait UHD Seiki Digital screens powered by the new BrightSign 4K players to deliver outstanding full 4K playback. Visitors will be able to clearly see the superior picture quality available today from 4K screens powered by BrightSign, and understand how investing in 4K will help future proof digital signage installations.

Also at ISE, BrightSign is unveiling feature advancements in the company's BrightAuthor content management software. These features are implemented in release 3.8 of BrightAuthor, and are free to download for existing users of BrightSign players.

BrightAuthor 3.8 software adds BrightWall™, a powerful new content creation tool for making video walls in any size and layout. Users simply choose the number of displays and specify the configuration of their video wall, then drag the video into BrightAuthor. This powerful new feature uses a common clock to achieve frame-accurate synchronization. BrightAuthor 3.8 also includes Sign Preview, which provides the ability to preview signage presentations so the author can see exactly how they will appear onscreen prior to publishing the presentation.

Also on the stand will be a live IP streaming demonstration, showing how 4.7 enabled XD players can now support Full HD video streaming including HLS, SHOUTcast, video streaming in HTML, as well as playback from head-end real-time encoders. Full HD video and audio streams are buffered appropriately and play smoothly. An additional unique feature will be demonstrated – a BrightSign XD player acting as an IP streaming server, serving locally stored content files to other players or devices. Video on Demand is the subject of one of the five daily presentation sessions held on the BrightSign booth.

The newly enhanced HTML5 support features of the BrightSign XD player range will be introduced at ISE, and will also be the subject of a daily presentation session. BrightSign XD players now offer hardware-accelerated HTML5 rendering, allowing users to accomplish much more using HTML, without encountering the stuttering effect that is often seen on Android devices and PCs that rely on software-based HTML rendering. The new software

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and firmware releases enable HTML assets to exist on the BrightSign canvas as independent packages, allowing HTML5 to be seamlessly integrated with other content. BrightSign's HTML5 support also offers the exclusive ability to easily rotate video on screen.

BrightSign will offer daily presentations on Smart Menu Board implementation, the BrightSign Network and social media and RSS integration. Demonstrations on swipe integration, touch screen integration, and video wall synchronisation will also be on the stand, which will be BrightSign's largest ever at ISE.

## **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](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/BrightSignLLC>.

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