

FOR MORE INFORMATION:

John Snedigar, Faultline Communications
john@faultlinecomms.com / 408-705-7518

Ann Holland, BrightSign
pr@brightsign.biz / 408-656-9239

BrightSign Sets the Tone at China's Largest Car Showroom

LOS GATOS, CA – (January 14, 2014) – AKD Luxury Cars Mall is using 350 BrightSign players to power the 700 screens that set the tone at its brand new car dealership in Shenzhen, China's largest vehicle showroom.

Opened in 2013, the 1.29M-square foot AKD Luxury Cars Mall accommodates 3,000 luxury vehicles and is a magnet for car enthusiasts amongst China's fast-growing affluent professional community. It specializes in high-end used cars, including exclusive marques like Bentley and Lamborghini, as well as luxury brands such as Mercedes Benz, BMW, Porsche, Lexus, Land Rover and Audi.

Commenting, Mr. William Ng of AKD Luxury Cars Mall said, "Our clients are highly fashion conscious and AKD caters for them by providing a first class car buying environment that compares favorably with an exclusive shopping mall. For our new premises, we specified 700 display screens delivering synchronized video across each of five floors. As one of the world's best-known independent dealers in high-end used cars, we welcome visits and inspections from the vehicle manufacturers including BMW, Mercedes Benz, Volkswagen and Toyota. They expect to see their vehicles presented in an environment that does full justice to their high-quality engineering."

AKD Luxury Cars approached the CAS Group, a leading Chinese digital signage specialist, for support in implementing this vision. Anson Ng, Managing Director of the CAS Group said, "AKD wanted to create a real impression with the screens in its showroom, so it was absolutely essential that every screen works perfectly all day, every day. With over 100 screens on each floor, a single screen that is blank or isn't perfectly synchronized with the neighboring displays looks really bad. We recommended BrightSign HD220 players because they are totally reliable. It was straightforward to set up the synchronization through the file networking provided by the supporting BrightAuthor content management software. Content is stored on an SD card on the player and regularly refreshed from the central server via the showroom's Intranet. AKD sources content from the manufacturers of the vehicles it sells, and also creates its own content."

The new AKD Luxury Cars Mall features 700 42" displays fitted to the front and back of each pillar on every floor of the showroom. The screens are powered by 350 BrightSign players, each

driving two screens via a 1x2 HDMI splitter. Each floor plays its own content, which is identical on each screen on that floor. Synchronization between the screens is flawless – every screen shows the same video at exactly the same time, and is controlled and synchronized through the showroom Intranet and BrightAuthor software. The CAS Group provided the players, programmed the players and tested the installation to ensure that it was working flawlessly.

About AKD Luxury Cars Mall

AKD Luxury Cars Mall, which was officially founded in Shenzhen, China in 1999, is the largest luxury car mall in China. It concentrates on the sale of high-end used cars. AKD provides exclusive services to clients from its high-end customized premises. The scope of the business covers buying and exchanging cars, car assessment and acquisition, insurance and licenses, financial mortgage, after-sales maintenance, car decoration merchandise and so on, which provides clients with one-stop service for luxury car life. AKD takes customer satisfaction as its goal all the time and revises its business model constantly. Its business practices include industry firsts such as fixed price and return and exchange in 7 days for no reason. These win high approval in the market with support its service concept of high quality, substantial benefit and respect.

About The CAS Group

The CAS Group supplies innovative home automation, audio & video extension and digital signage products from the USA under one roof into Hong Kong. It supplies brands such as Aton, BrightSign, Omnimount, Magenta Research, Atlona, On Control and Xantech to the market. Its product catalogue is carefully selected to provide clients with exclusive, superior solutions. It also offers expertise in AV solution sales, high-quality technical support, training and quality-assured products. Its responsive, reliable and knowledgeable support team means that CAS gives its clients a clear competitive advantage. For further details please contact Anson Ng, The CAS Group International Limited on +852 3105 1493, info@the-casgroup.com or www.the-casgroup.com.

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.

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. For South East of Asia and China sales inquiries, please email Stanley Kwok: skwok@brightsign-asia.biz or call +852-9435-9902. Follow BrightSign at <http://twitter.com/brightsign> and <https://www.facebook.com/BrightSignLLC>.