**FOR MORE INFORMATION:**

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

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

---

**BrightSign 4K Digital Signage Media Player Takes 4K to New Heights**

**Company is First to Deliver Native 4K H.265 Playback at 60 fps**

LOS GATOS, CA – (February 3, 2014) – BrightSign, LLC®, the market leader in digital signage media players, took the wraps off its much-anticipated 4K digital signage media player. While a handful of niche players claim 4K support, BrightSign’s new player is the first to deliver a true end-to-end 4K solution that accepts H.265-encoded content and delivers 60 fps output via HDMI 2.0. Each of these characteristics is necessary to deliver a true 4K solution, and BrightSign is the first to deliver on all fronts.

“There’s a great deal of excitement and anticipation around 4K, but unfortunately many of the purported 4K solutions currently available fall short and don’t deliver a true 4K experience,” said Jeff Hastings, CEO of BrightSign. “However our BrightSign 4K player complies with the new standards to preserve video quality from encoding to output and support the complete 4K ecosystem, start to finish.”

4K in the digital signage market has been met with much enthusiasm, as well as some confusion about how to deliver “true” 4K. For content to remain 4K native and be delivered at the highest visual quality, video must be captured on a 4K-capable camera, encoded and decoded using the new H.265 compression standard at 10 bits/channel, and fed to the display via HDMI 2.0 to preserve the original 60 fps frame rate. Any broken link in this chain of events adversely impacts video quality and the output falls short of what 4K is made to be.
Elemental Technologies supplies the encoding horsepower required to deliver a true 4K viewing experience. Elemental is the first to implement the HEVC specification with the capability of processing 4Kp60 H.265 content in real-time. The company’s award-winning work in HEVC video processing helps BrightSign create the high-quality viewing experience available with its new player.

“Early 4K claims should be met with scrutiny, as some vendors rush to bring 4K solutions to market that lack the technical components essential to preserving 4K content as it’s encoded and passed through the player for display,” said Keith Wymb, VP marketing at Elemental. “We look forward to working closely with BrightSign to deliver encoded HEVC content of the highest quality to create an immersive digital signage experience.”

True 4K output possesses two primary characteristics; a resolution of 3840x2160, and a frame rate of 60 fps. The BrightSign 4K is the first player of its kind to successfully playback both.

**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 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](http://twitter.com/brightsign) and [http://www.facebook.com/BrightSignLLC](http://www.facebook.com/BrightSignLLC).

# # #

BrightSign and the BrightSign logo are registered trademarks of BrightSign, LLC in the United States and other countries. All other trademarks are trademarks or registered trademarks of their respective owners. Specifications subject to change without notice.