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Insteo, BrightSign, Philips Commercial Signage and Peerless-AV Team to Create DSE 2014 Entry Way Signage

Two Dynamic Video Walls Welcome Visitors with Top Social Media Posts
and Eye-catching Visuals

Las Vegas, NV – (February 12, 2014) – Insteo, BrightSign, Phillips Commercial and Peerless-AV announced today their collaboration to deliver a dramatic 'Social Buzz' wall and Entry Archway for DSE 2014. These video walls serve as a welcome to all attendees and highlight top social media posts and photos from Twitter, Facebook, Pinterest, Instagram and Flickr.

DSE assembled an all-star team to create the entry display comprised of two video walls at the entryway to DSE 2014. BrightSign is providing its market-leading solid-state players that distribute content to Philips displays secured with Peerless-AV mounts.

The entryway includes two video walls – an elevated, eight-display archway running welcome messaging video loops, and an eye-level social media 'Buzz Wall' also comprised of eight displays. Although BrightSign players support HTML5 social media templates from the Insteo library, Insteo instead chose to implement an all-video solution that offers a more

dramatic, curated and innovative presentation. Insteo's creative team uses the powerful BrightSign Network to keep the video walls fresh and up to date.

"Insteo is more commonly known for HTML5 digital content, but our background is originally in motion graphics and animation," said Jim Nista, CEO & creative director at Insteo. "We recognized that a pre-rendered video loop wouldn't fit with the need for up-to-date social buzz – but we wanted to showcase more dynamic motion graphics. We're using BrightSign Network to deliver frequent updates so we can have the best of both – eye-catching rendered video and fresh content."

Insteo's staff in Long Beach, California will curate social media content from around the web and render out new videos frequently throughout the show. These videos will push over the BrightSign Network and feed the eye-level displays to keep content relevant. BrightSign players control Ethernet synchronization of brilliant Full HD video wall content, and BrightSign Network provides the ability to send updates remotely.

"We're dedicated to strengthening partnerships within the digital signage industry and continuing our work with DSE. It is always an honor to be selected by show management for the prestigious responsibility of powering an entry installation that becomes more impressive each year," said Jeff Hastings, BrightSign's CEO. "The selection of BrightSign players is a testament to the reliability and flexibility of our solid-state platform."

In addition to providing video content for the entryway, DSE selected Insteo to create an interactive registration map to illustrate the global origins of show attendees. Motion graphics on the social media wall show attendees how to register on a digital map, located near the entryway. This registration map, created by Insteo and powered by Elo Touch, Peerless-AV and Cradlepoint, allows DSE 2014 visitors to use their smartphones to add themselves to the map to highlight the international diversity of this year's DSE attendance.

About Insteo

Insteo is an award winning Digital Content creative shop, developing animated, interactive and HTML5 connected content. In addition to custom content creation, Insteo provides a

template driven Content Design System, known as Insteo Display. Insteo Display offers a unique mix of customizable HTML5 templates and content management controls that bring new life to digital designs. The vast library of Insteo Display HTML5 templates include Menu Boards, Digital Catalogs, Social Media Screens and touch Wayfinding, and more – all editable any where on any device in a cloud based solution. For more information, please visit <http://insteo.com> or contact sales@insteo.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. 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

MMD is a subsidiary of TPV Technology Limited and is the exclusive licensee of Philips Commercial Signage 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. Through its network of local sales agents MMD works with a comprehensive range of expert system integrators, distributors and resellers. The company's design and development centers are located in Taiwan and Amsterdam. For more information on MMD, visit www.mmd-p.com or contact us.sales@mmd-p.com.

About Peerless Industries, Inc.

Peerless-AV, a Peerless Industries, Inc. company, is a leading designer, manufacturer and distributor of Made-in-the-USA audio-visual solutions. Our innovative product line includes

flat panel mounts, projector mounts, tablet mounts, wireless technology, motorized mount solutions, audio cables, video cables, kiosks, interactive kiosks, AV furniture, AV racks, AV shelves, precision gear products, surge protection, screen cleaning products and a full assortment of accessories. A 70-year-old global company, Peerless-AV has remained at the forefront of the industry, creating new AV technologies that push the envelope and provide ideal solutions to meet the needs of the consumer and pro markets, alike. Peerless-AV manufactures over 3,600 products that serve original equipment manufacturers, commercial integrators and consumer retailers in 22 vertical markets worldwide through direct sales representatives and authorized distribution. For more information, visit www.peerless-av.com.

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