

FOR MORE INFORMATION:

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

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

BrightSign Brings Digital Signage To The Cheesecake Factory Signage Helps Restaurants Visually Promote its Mouth-watering Entrees and Desserts

LOS GATOS, CA – (May 15, 2014) – BrightSign, LLC®, the market leader in digital signage media players today announced that its players are being used at The Cheesecake Factory. The restaurant chain recently decided to integrate digital signage in its 175 locations in the United States, as well as select international locations. The screens serve as a supplement to the restaurants' menus, offering guests a visually enticing look at daily menu items.

“The restaurant industry is one of the fastest-growing market segments for digital signage, and our work with The Cheesecake Factory demonstrates the value of pairing menu content with stunning visuals,” said Jeff Hastings, BrightSign’s CEO. “Great imagery inside the restaurant helps patrons explore the restaurant’s offerings and whets their appetites for a satisfying dining experience.”

The Cheesecake Factory has a reputation of delivering a top-notch customer experience, from the restaurants’ welcoming ambiance to the eclectic menu of delicious entrees. Using digital signage as a visually impactful marketing vehicle has proven to be an effective way to entice customers with the restaurants’ many delicacies.

NRA Show 2014 attendees are invited to visit BrightSign in booth #6267. For more information about BrightSign’s complete portfolio of digital menu boards and other digital signage products, visit www.brightsign.biz.

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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