

FOR MORE INFORMATION:

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

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

BrightSign Bridges the Gap Between Digital Menu Boards and Restaurant POS Company Also Demonstrates Web and iOS Applications for Menu Board Creation and Content Updates at the NRA Show 2014

Los Gatos, CA – (May 15, 2014) – BrightSign, LLC®, the market leader in digital signage media players, will showcase its recent advances in digital menu board content creation and updates at the NRA Show. In addition to delivering a complete menu board solution including hardware, software and networking, BrightSign offers simple methods, including an iOS App and Web UI, in which restaurant operators can create, update, and manage digital menu boards.

BrightSign will also announce plans for an aggressive push to promote key advances in restaurant-related digital signage. Headlining the company's presence at NRA is BrightSign's collaboration with Dinerware, one of the leading providers of point-of-sale (POS) solutions for the restaurant market. BrightSign will demonstrate a solution that finally integrates employee POS and customer-facing menu board content.

"For years restaurants have run POS and menu content in parallel, yet the technology hasn't been readily available to integrate these two closely related functional elements," said Jeff Hastings, BrightSign's CEO. "BrightSign and Dinerware have a mutual interest in bridging this gap, and we worked tirelessly to create a solution that's both affordable and easy to integrate within the restaurant's existing infrastructure. We're proud of what we've accomplished and we can't wait to demonstrate our solution to potential customers at NRA."

To-date, point-of-sale technology evolved on its own path as digital signage gained a solid foothold in bars, restaurants and other foodservice settings. While these two functions matured separately as established, robust solutions in their own right, cross-platform incompatibility made it impossible to bridge the two. This mutual challenge brought together Dinerware and BrightSign and ultimately led to the solution that will be demonstrated at NRA 2014.

"BrightSign's deep understanding of digital signage in the foodservice industry matched perfectly with our point-of-sale expertise," said Rob Freytag, Director of Sales at Dinerware. "We believe our solution will streamline technology infrastructure and profoundly impact efficiency within virtually any restaurant setting."

Rockbot, a social jukebox application powered by BrightSign and targeted to bars and nightclubs will also be demonstrated, as well as two stunning menu board video walls.

To view these demonstrations at the NRA Show 2014, visit BrightSign in booth 6267. For more information about BrightSign's complete portfolio of digital signage solutions for the restaurant industry, 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>.

#

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.