

FOR MORE INFORMATION:

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

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

BrightSign to Unveil 4K Portfolio at InfoComm 2014

Trio of Digital Signage Media Players Will Help Take 4K Mainstream

LOS GATOS, CA – (June 17, 2014) – BrightSign, LLC®, the global market leader in digital signage media players with more than 500,000 players deployed, will unveil at InfoComm 2014 its portfolio of commercial-grade, solid-state 4K players. The line includes three models, starting at only \$600:

BrightSign 4K242 Networked Basic Interactive Player - \$600

Powerful 4K video engine capable of dual 4K and Full HD decoding, abundant content support including HTML5, UDP network control and GPIO interactivity.

BrightSign 4K1042 Networked Multi-control Interactive Player - \$700

All the features of the 4K242 plus S/PDIF output for pure digital and surround sound audio, and a diverse range of interactive controls such as GPIO, serial, USB, UDP and mobile devices for engaging, interactive displays.

BrightSign 4K1142 Networked Multi-control Interactive and Live HDTV Player - \$850

Includes all the features described above plus Live HDTV playback to play content from any broadcast channel (even HDCP 2.2-protected content) via the HDMI input.

BrightSign's players are being chosen by partners across the Pro AV space for this end-to-end support of the new technology standards for true 4K playback, as well as BrightSign's reputation for extreme reliability, affordability and ease-of-use. All of the new models are built on BrightSign's proven software platform – a true digital signage operating system that exposes the capabilities of the latest web advances in HTML5 without the limitations of a generic browser-based environment. In addition, BrightSign's 4K players incorporate all of the features of the industry's best-selling solid-state digital signage platform, including advanced interactivity, flawless video wall synchronization, free BrightAuthor software and the BrightSign Network.

"At InfoComm, we will start to see 4K go mainstream. InfoComm is the hub show where digital signage, broadcast and Pro AV meet and we will see standards and technology from all these industries come together to make 4K a reality," said Jeff Hastings, CEO of BrightSign. "Despite this momentum, many playback solutions for 4K still fall short of delivering a true 4K experience. Our BrightSign 4K players comply fully with the new standards to preserve video quality and support the complete 4K ecosystem, from encoding to output."

A media player's support of the true 4K ecosystem requires the ability to decode H.265-encoded 4K content at a pixel resolution of 3840x2160, and output it to a display at the full frame rate of 60p. The BrightSign 4K players are the first of their kind to successfully deliver on all counts, including using the new HDMI 2.0 standard. The latest advances in streaming technology are also supported by BrightSign 4K including HLS, UDP, RTP, RTSP and MPEG-DASH. The MPEG-DASH protocol takes content from standard HTTP servers and separates that content into individual segments, enabling network bandwidth optimization in real time for maximum streaming efficiency. MPEG-DASH is critical when it comes to broadcasting live 4K content via the Internet.

BrightSign will demonstrate its new 4K players at InfoComm this week (booth N2246), as well as in a wide range of industry partner booths, including Crestron Electronics (C7008), BenQ (C8531), ALMO Pro A/V (C5830), Atlona (C9116) and Planar Systems (C6836). In

In addition, the BenQ booth will showcase a 15-display video wall, six 16x3 super-wide aspect ratio displays, and 2 other large format displays, all powered by BrightSign.

Steve Seminario, senior director of product marketing for Planar Systems commented, "Planar UltraRes Series 4K displays continue to set the benchmark for commercial 4K functionality. To take maximum advantage of the Planar UltraRes Series' capabilities requires the very best in playback technology. Planar's booth at InfoComm 2014 will feature compact, ultra-reliable BrightSign players delivering stellar 4K playback quality at a full 60 frames per second over a single cable."

BrightSign is now accepting pre-orders for all three BrightSign 4K models, with volume shipments beginning late summer, 2014. For more information, visit <http://www.brightsign.biz/digital-signage-products/4k-product-line/>.

About BrightSign

BrightSign, LLC is the global market leader in digital signage players, as named by IHS in its most recent 2013 Global Market for Digital Signage study which reported market share of all media players, STBs and PC-based signage solutions combined. 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 general company and product information, visit 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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