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## **BrightSign Announces Integration with STRATACACHE's ActiVia Content Management System**

Market Leaders Collaborate to Provide  
Enterprise Class Digital Signage Solutions

LOS GATOS, CA – (June 17, 2014) – BrightSign, LLC®, the global market leader in digital signage hardware, today announced its collaboration with STRATACACHE, the leading content management system (CMS) provider in the digital signage industry.

"Content management is such an integral component of the digital signage ecosystem, and we're excited that CMS leaders, such as STRATACACHE, are turning to BrightSign hardware to support their deployments," said Jeff Hastings, BrightSign's CEO. "CMS vendors need an affordable, reliable media player for their installations and BrightSign's players fit the bill perfectly."

STRATACACHE provides powerful, flexible, and highly manageable solutions to enterprise networks and service provider networks of any size. The company works with more than 300 of the world's largest firms in the retail, finance, hospitality, manufacturing, media and government sectors. STRATACACHE strives to exceed its customers' expectations by providing an aggressive feature, performance and value proposition at an affordable price. To enhance the range of products offered to customers, STRATACACHE is adding support for BrightSign 2K and 4K players to its award-winning ActiVia product line.

"Many of our larger clients deploy global networks of thousands of media players, therefore we need a solution that promises near-zero downtime, at a cost that enables us to scale the deployment without breaking the bank," said Chris Riegel, STRATACACHE CEO.

To learn more about BrightSign's entire portfolio of digital signage media players – including the company's trio of new 4K players – visit [www.brightsign.biz](http://www.brightsign.biz). InfoComm 2014 attendees are invited to visit BrightSign in booth N2246.

## 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. Online information about BrightSign units is available at [www.brightsign.biz](http://www.brightsign.biz). For US sales inquiries, please contact [sales@brightsign.biz](mailto:sales@brightsign.biz) or call +1-408-852-9263. For European sales inquiries, please email Pierre Gillet: [pgillet@brightsign.biz](mailto:pgillet@brightsign.biz) or call +44-1223-911842. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

## About STRATACACHE

[STRATACACHE](http://www.stratacache.com) is a privately-held provider of digital media solutions designed to help retailers and brands connect with consumers along the shopping journey. From digital signage to interactive media to in-store mobile engagement, STRATACACHE's solutions captivate, engage, and activate shoppers.

For more information, please visit [www.stratacache.com](http://www.stratacache.com), follow us on Twitter [@STRATACACHE](https://twitter.com/STRATACACHE) or "Like" us on our [Facebook](https://www.facebook.com/STRATACACHE) page.

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