

BrightSign Overhauls Entire Digital Signage Media Player Portfolio

Global Leader in Digital Signage Updates Existing HD and XD Lines, Ships New 4K Players, Unveils New LS Line of Low-cost Players

LOS GATOS, CA – (December 1, 2014) – BrightSign, LLC®, the global market leader in digital signage media players, today announced the most comprehensive portfolio update in the company's history. Headlining today's news is the next generation of BrightSign's award-winning HD and XD product lines, all of which offer greatly increased performance while maintaining existing price points. The company also unveiled its new BrightSign LS product line, a pair of very affordable, full-featured devices for commercial audio and price-sensitive digital signage applications. Lastly, targeted at the higher end of the industry demanding unsurpassed performance, the company recently began shipping its flagship line of 4K players. All told, this is BrightSign's most comprehensive portfolio of digital signage media players to-date.

"BrightSign is a company with a solid focus on technology and innovation – we've seen this time and again through the company's participation as an exhibitor on our traveling E4 AV Tour," said Brian Rhatigan, business development manager for Almo Professional A/V. "Our reseller partners ask for BrightSign's products by name because of this leadership, and they are sure to be pleased with the technical advancements to the product lines as these updates will enable even more dynamic and engaging installations."

BrightSign's portfolio of digital signage media players now consists of 10 players across four product lines:

BrightSign LS

BrightSign's new LS series players are ideal for customers who require the affordability of a low-cost solution, but who desire a purpose-built device with greater reliability, flexibility and performance. The LS422 (\$250) is capable of 1080p30 single video decoding, with features such as GPIO and USB interactivity, and S/PDIF for digital sound to easily outperform any similarly priced device. The LS322 (\$200) is a fully featured commercial audio device with S/PDIF connectivity capable of handling any audio-only installation. Both of BrightSign's new LS players are purpose-built for digital signage and audio applications, with reliability and longevity of support that simply can't be beat.

BrightSign HD

Refined from three models down to two, and updated with a new feature set that establishes a new standard for PC-class performance at affordable price points, BrightSign HD now supports HTML5 and 1080p60 content. Both the HD222 (\$350) and HD1022 (\$500) offer the ability to deliver networked content updates and live data feeds, along with GPIO interactivity, UDP support and video wall synchronization. Both models are updated with a new "remote snapshot" feature that provides a snapshot view of your running presentation using local networking and the BrightSign App, or via the BrightSign Network. Additionally, the HD1022 delivers supplemental interactivity options via USB 2.0 and serial connectivity.

BrightSign XD

All three of BrightSign's XD models have been updated with an even faster graphics and HTML5 engine, Power over Ethernet (PoE), and the added convenience of remote viewing capabilities. All of these elevated capabilities are delivered at the same price points of their predecessors. The XD232 (\$450) boasts faster graphics and HTML5 engine and PoE, as well as interactive capabilities via UDP commands

and the BrightSign App, plus GPIO controls and video wall synchronization. The XD1032 (\$600) also includes S/PDIF output for pure digital and surround sound audio, and additional interactive controls via serial and dual USB 2.0 ports. And the XD1132 (\$650) adds Live TV playback via HDMI, even HDCP-protected content.

BrightSign 4K

The three BrightSign 4K models remain the most sought-after solutions for systems integrators who are building installations that showcase the latest technological advances up to and including 4K playback. The 4K242 (\$600) offers PoE, as well as the most powerful video engine capable of dual decoding of one 4K video and one Full HD video simultaneously. It includes abundant content support such as HTML5, live media feeds, IP streaming, and more. The GPIO port offers basic interactivity, while the Ethernet port supports networked interactivity for synchronized video walls, mobile device interactivity and messaging between BrightSign and third-party devices using UDP commands. The 4K1042 (\$700) adds S/PDIF output for pure digital surround sound audio and a multitude of interactive controls for engaging interactive displays including GPIO, serial, USB and UDP. Rounding out the 4K lineup, BrightSign's top-of-the-line 4K1142 (\$850) also delivers Live TV playback via the HDMI input, even HDCP-protected content.

To help customers quickly determine the most appropriate player for their particular application, BrightSign now offers a free, web-based **Product Selector Tool**. Customers are prompted to answer a short series of questions about their installation – the answers to which ultimately steer them to the BrightSign product that best suits their needs.

“BrightSign now offers the industry’s most competitive, complete line-up of digital signage media players, from BrightSign 4K players offering the best of the best in features and technology all the way down to a new low-cost commercial-grade signage player that’s a far superior alternative to the consumer devices that many people use for low-cost applications,” said Jeff Hastings, CEO of BrightSign. “And at the core of our portfolio, we were able to upgrade our next-generation HD and XD players with the latest technology to support new functionality and features, including HTML5, while maintaining existing price points across the board.”

BrightSign’s new portfolio is a testament to the company’s commitment to innovation – refreshing its legacy products with the latest technology and delivering new products to serve even the most highly specialized digital signage vertical markets. For more information about BrightSign’s complete portfolio of digital signage products, visit <http://www.brightsign.biz>.

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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