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BrightSign to Preview Forthcoming HTML5 Advances at InfoComm 2015

New Software Enables Rich, Interactive Content for Virtually Any Digital Signage Application

LOS GATOS, CA – (June 9, 2015) – BrightSign, LLC®, the global market leader in digital signage players, today announced plans to demonstrate new platform software that will make it easier than ever to harness the power of HTML5 content in digital signage applications. The new software is integral to BrightSign's powerful HTML Rendering Engine resident on the company's latest portfolio of digital signage media players.

Content authored in HTML5 opens up near-limitless possibilities for digital signage. It enables a rich viewing experience that builds on the interactivity popularized by today's smartphones and tablets. HTML5-authored content takes advantage of touch interactivity, including the ability to tap, swipe and pinch. The ability of the viewer to self-navigate signage content ensures a highly personalized experience, creating a vital touch-point between proprietor and customer.

"One great benefit of our purpose-built digital signage media players is that we can deliver updates to the player software (also referred to as platform software or firmware) adding important capabilities without any disruption to the hardware itself," said Jeff Hastings, BrightSign's CEO. "In this case, we're seeing a massive influx of rich content, and digital signage installations need a rendering engine capable of processing all of that content in real time. We developed this new software to bring greater efficiency to our BrightSign players, and to ensure that even the most sophisticated content can be processed with ease."

HTML5 delivers extremely rich experiences for applications like the "endless aisle" in retail, powerful wayfinder solutions and real-time social media applications. Visit BrightSign at InfoComm in booth #5151 to experience wayfinder demos from Jibestream, and social media applications from Postano.

BrightSign plans a public release of the new software update later this summer. Existing customers with 4K, XD, XD2 and HD2 players in the field will be notified as soon as the update becomes available.

For more information about BrightSign's portfolio of digital signage solutions, please visit <http://www.brightsign.biz>.

About BrightSign

BrightSign LLC, the global market leader in digital signage media players, is headquartered in Los Gatos, California, with offices in Europe and Asia. BrightSign manufactures media players, and provides free software and networking solutions for the commercial digital signage market worldwide, serving all vertical segments of the digital signage marketplace. From entry-level BrightSign LS players to BrightSign 4K players offering state-of-the-art technology and unsurpassed performance, BrightSign's products are known for their signature reliability, affordability, ease-of-use, and market-leading technology. For more information, visit www.brightsign.biz. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

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