

## **Postano Announces Partnership with Digital Signage Leader BrightSign**

### ***Market Leaders Team Up to Provide a Best-In-Class Social Media Visualization Solution for Digital Signage***

**Portland, Ore. (Oct. 14, 2015)** – [Postano](#), the leading social curation and visualization platform, today announced an integration with [BrightSign](#), the global market leader in digital signage hardware, which will make its social engagement platform available to BrightSign customers via its 4K1142 solid-state digital signage media player.

This first-of-its-kind collaboration will afford 4K1142 users, which include many top-tier retailers and corporations, the ability to display Postano's social media visualizations flawlessly and reliably, which is proven to increase interaction and engagement with customers, clients and employees.

"While social media is one of the most effective mediums to interact with consumers and stakeholders, it has been a difficult tool for brands to take advantage of at physical locations," said Justin Garrity, president of Portland, Ore.-based Postano. "Now, thanks to our partnership with BrightSign, brands can easily host stunning social media visualizations on digital displays at key retail or corporate locations, and interact with and engage customers – like never before."

Postano enables brands to find and curate the best social fan content and publish that content as stunning visualizations across web, mobile and live screen displays for industries such as higher education, live events, sports, retail, and beyond. Postano integrates all the major social networks, allowing brands to easily aggregate and display user-generated content.

"We're very excited to announce the partnership with Postano," said Jeff Hastings, CEO of BrightSign. "Through this integration we are now able to offer our users the ability to better tap the power of social media to engage their consumers. We expect that this will set the stage for much greater use of social media within the digital signage industry."

The 4K1142 player, which is the top product in BrightSign's portfolio, delivers unsurpassed performance with its latest HTML and graphics engine and the most powerful CPU. This state-of-the-art technology for the leading-edge digital signage player is designed exclusively for digital signage and delivers superior 4K and Full HD video quality, and a multitude of interactive controls.

For more information about Postano and BrightSign, visit [www.postano.com](http://www.postano.com) and [www.brightsign.biz](http://www.brightsign.biz), respectively.

#### **About Postano**

Postano is a real-time, visual marketing platform that finds and curates the best social fan content and publishes that content as stunning visualizations across web, mobile and live screen displays for industries such as sports, retail, events and beyond. The platform helps customers engage and strengthen their social channels, including on Facebook, Twitter, Instagram, Vine, Tumblr, Vimeo, Google+, Flickr, Foursquare, Youtube, Weibo and RSS feeds. Postano, which is TigerLogic Corp.'s (NASDAQ: TIGR) flagship product, is based out of Portland, Ore. For more information about Postano, visit [www.Postano.com](http://www.Postano.com).

**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](http://www.brightsign.biz). Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

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