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BrightSign Sets the Stage for the 2016 Digital Signage Expo

Company to Demo Breakthroughs in Digital Signage, from 4K HDR Video to the Latest in Real-time Social Media Streaming

BrightSign, LLC®, the global market leader in digital signage players, today unveiled its plans for the upcoming 2016 Digital Signage Expo, which runs from March 15 through 18 at the Las Vegas Convention Center. At booth #1828, the company will demonstrate playback of High Dynamic Range (HDR) content using its 4K players. In addition, the company will demonstrate new ways to integrate social media streaming into digital signage. BrightSign will also be busy outside the booth and behind the scenes, with its players feeding synchronized content to the impressive, 18-display DSE Expo entry arch.

"Since its introduction nearly two years ago, our 4K player set the standard for any installation requiring true 4K content," said Jeff Hastings, BrightSign's CEO. "Now a free firmware update makes that same 4K player capable of decoding HDR video with increased luminosity and richer colors that will transform the viewing experience."

HDR is widely regarded as the next major milestone for the display industry after 4K, giving a much higher contrast ratio and wider color palette complementing the higher resolution of 4K. The CEA HDR10 standard vastly increases the color gamut to 1,024 shades of each color, enabling the display of colors and contrast that couldn't previously be reproduced on screen.

BrightSign will demonstrate 4K HDR playback via HDMI 2.0a at DSE, offering visitors a first-hand look at the latest and very best video playback. BrightSign 4K players already deliver 10-bit-per-channel color, so only the free BrightSign 6.1 firmware update is required to ensure compatibility with emerging 4K HDR screens and content. HDR support will be

available for all BrightSign 4K players in Q2.

BrightSign's booth will also feature a demonstration a real-time social media streaming, previously only possible using very expensive and powerful PCs. Two synchronized screens will showcase the company's recent collaboration with Tagboard, whose technology makes it easy to capture, curate and stream social content to BrightSign's 4K players. Two other booth demonstrations include visualizations using Postano, another leading social media aggregation partner to BrightSign. This highlights the versatility of BrightSign's 4K line, which boasts enough processing power to stream live social media content, aggregated continually 24/7, and showcased in a multitude of on-screen visualizations.

Outside the booth, BrightSign players will power the DSE entry arch – an impressive installation of 18 Samsung displays situated on Peerless mounts. Open Eye Global is creating stunning content consistent with the look-and-feel of DSE, while integrating logos of the show's main sponsors. And as always, BrightSign players will be behind the scenes on the show floor, trusted by dozens of partners to run their DSE booth demos including NEC, where they will power a jaw dropping seven-screen video wall consisting of HiBright LCD displays in a variety of orientations and sizes from 47" to 75".

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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