

## **FOR MORE INFORMATION:**

John Snedigar, Faultline Communications  
john@faultlinecomms.com / 408-705-7518

Ann Holland, BrightSign  
pr@brightsign.biz / 408-656-9239

## **BrightSign Gives Retail Businesses a Competitive Edge with Mass Digital Signage Roll-outs that Connect with Customers and Fuel Revenue Growth**

LOS GATOS, CA – (June 28, 2016) – [BrightSign, LLC®](#), the global market leader in digital signage players, today announced a pair of successful retail installments. In both cases, unique applications of digital signage are being used on hundreds of connected screens to engage customers in new ways and ultimately drive revenue growth for these forward-thinking businesses embracing the latest digital signage technology. And while these businesses – Oil Can Henry's and Cellular Sales – compete in entirely different markets, both are forging new ground in retail, harnessing digital signage to communicate with customers more effectively.

"The sky is the limit when it comes to digital signage in retail, and these two businesses are examples of how a fresh approach to customer-facing digital signage can yield very positive results," said Jeff Hastings, BrightSign's CEO. "A modest up-front investment in digital signage can pay dividends many times over, as is the case for both of these organizations."

### **Oil Can Henry's**

Oil Can Henry's is an Oregon-based provider of vehicle maintenance with more than 100 shops located throughout the Pacific Northwest. The company installed digital signage displays in maintenance bays at locations across all of its key markets. The displays are being used to sell additional services throughout the visit, resulting in an average service visit cost increase of 20%. Additionally, the screens are utilized during off-hours for

employee training and other corporate communications.

### **Cellular Sales**

Cellular Sales is the largest Verizon retailer in the United States with more than 560 stores in 28 states. The company replaced legacy printed signage that was costly and time-consuming to update. With digital signage now in place, Cellular Sales is well-positioned support Verizon corporate promotions instantly, whereas in the past the stores would not have been able to produce and ship materials in time to support the promotions. Additionally, the company strategically located more than 50 displays throughout its corporate headquarters. Deploying digital signage at corporate headquarters and in retail locations across the country has proven very successful for Cellular Sales, increasing employee engagement as well as retail sales.

### **Powered by BrightSign Network**

In both instances, BrightSign Network enables timely content updates, made at the corporate level and instantly rolled out to the companies' vast networks of individual locations. Retail organizations with expansive geographic footprints greatly benefit from the ability to manage content centrally to ensure consistency across their disparate networks of retail locations.

For more information about BrightSign's portfolio of digital signage solutions, visit [www.brightsign.biz](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](http://www.brightsign.biz). Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

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