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ONELAN Digital Signage Content Management System Adds Support for BrightSign Media Players

LOS GATOS, CA – (January 31, 2017) – BrightSign, the global market leader in digital signage media players, and ONELAN, a global leader in digital visual communications, today announced integration between all BrightSign Series 3 and 2 players and the ONELAN CMS 3.0, as part of both companies' ongoing commitment to provide scalable enterprise-level solutions to customers across multiple platforms.

With the addition of BrightSign's market-leading player lineup, customers will have even more flexibility to select the right player and display for their budget and needs. The ONELAN CMS supports both the latest and legacy player versions so companies with existing BrightSign networks can also take advantage of ONELAN's Enterprise CMS.

The new integration gives BrightSign players access to the enterprise features of the ONELAN CMS, including management and control from a central location.

With several different hosting solutions, ONELAN's CMS offers the customer flexibility with either on-premise or cloud hosting. The CMS is scalable to 50,000+ players and can be added to over time to ensure the demands of a growing network can be met.

Perfect for large retail networks, the ONELAN CMS partnered with BrightSign players uses a 'Store and Forward' content-delivery mechanism. This delivery method ensures that all BrightSign players will play content even if the Internet connection is lost. Within a retail network requiring local content differentiation, metadata tagging can be used to hyper localize based on any number of different tags. This allows local content to be delivered from a central location, thus saving on admin and IT maintenance costs required to control large networks with local content differences.

Continued uptime is critical for maintaining a network within a public-facing retailer or QSR. The ONELAN CMS includes the ability to fully maintain, monitor and remotely configure all players. This player-management facility ensures central control over content distribution and player health, and results in maximum network uptime. With the use of sophisticated role-based permissions within the CMS, content can be managed and approved by the appropriate users and ensures enterprise-level workflow management.

Jeremy Copp, ONELAN's CEO, commented, "We're delighted to be expanding our reach into the retail and QSR markets by bringing ONELAN's Enterprise CMS and BrightSign players to market together, ultimately giving more choice and flexibility to our customers."

Jeff Hastings, BrightSign's CEO, added, "Our partnership with ONELAN is a further example of BrightSign's collaboration with leading CMS providers. ONELAN and BrightSign are committed to supporting customers with diverse applications and needs, and share a commitment to delivering content with flawless reliability. We are delighted to work with ONELAN to deliver on that commitment."

ONELAN will be showcasing its CMS running on BrightSign Series 3 players at Integrated Systems Europe 2017, from February 7th to 10th at the RAI, Amsterdam on stand 8-F275.

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>.

About ONELAN

ONELAN is a global leader in the development and management of enterprise grade technology solutions for digital visual communication, including applications such as digital signage, wayfinding, data visualisation and meeting room bookings. Our robust, interactive solutions offer scalability and relevance across multiple market sectors, simplifying complex or diverse messages visualised on any device or display.

Organisations in education, corporate, retail and hospitality rely on ONELAN to deliver information to their target audiences. ONELAN has a proven international track record, implementing more than six thousand successful projects across Europe, the Middle East, Asia, Australasia and North America.

With a solid foundation and long history of profitable growth, ONELAN has a worldwide network of more than 300 accredited dealers and system integrators in 50 countries.

ONELAN is headquartered in the UK with a presence in Dubai, Germany, China and North America.

Visit www.onelan.com for further details.

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