

FOR MORE INFORMATION:

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

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

BrightSign Sets the Stage for DSE 2018

Company's Media Players Power Digital Experiences Throughout the Show and on the Strip

LOS GATOS, CA – (March 20, 2018) – BrightSign, LLC®, the global market leader in digital signage media players, today detailed its plans for Digital Signage Expo 2018 (DSE), which takes place March 28th and 29th at the Las Vegas Convention Center. The company's media players will power demonstrations not just in its own booth (#1728), but across the show floor and all over the Las Vegas Strip. This year BrightSign will again host a cocktail party at Top Golf alongside partners Chief and Epson. BrightSign is also a diamond sponsor of the Peerless-AV party at Drai's nightclub, an impressive venue in which BrightSign players power every one of the venue's many dynamic screens.

BrightSign and Bose and the Future of Experiential Engineering

CEO Jeff Hastings will co-present a seminar exploring [Experiential Engineering in the Age of Digital Signage](#). Hastings will be joined by Matt Neutra, Manager of Prototype Demonstration and 3D Specialist at Bose, who together will discuss how new digital signage technology makes it possible to create lasting impressions via the emerging craft of experiential engineering. The seminar (DSE Session #S2) kicks off at 9am on March 28th in room S224 directly following the opening keynote.

Powering Signage Throughout the Show Floor

Show attendees will be greeted by an impressive array of 15 displays at the DSE entrance, all of which will be powered by BrightSign's players. This marks the seventh time BrightSign has been chosen by DSE show organizers to power the DSE entry signage. On the show floor itself, BrightSign players will drive demos in dozens of partner booths. Notable companies using BrightSign's players in their booths include Peerless-AV (#1917), Reach (#2463), Christie (#1933), Signagelive (#1736), Four Winds Interactive (#1422), Reflect Systems (#2323), Global Display Solutions (#2363), NEC (#1506, #2902 & #2904), Legacy Retail Services (#2919), Premier Mounts (#1117), Tightrope Media Systems (#1336), Socialure (#DC21), Sophatar (#1954), Adomni (#1563), 22 Miles (#1543) and Bluefin International (#1666). BrightSign's players will power every display in many of the aforementioned booths, including a towering 12-screen video wall in Tightrope Media Systems' booth.

Demonstrating the Latest BrightSign Hardware and Software

In booth #1728 BrightSign will demonstrate its latest firmware v7.0, which supports extensive new advanced features including full-resolution (4K) graphics, JavaScript objects, advanced audio routing, and GenLock for perfect video wall synchronization and edge blending in projection mapping – just to name a few. BrightSign's booth will also feature a variety of displays using the BrightSign Built-In Digital Signage Module (HS123); conference room scheduling solutions by partners Signagelive, SCHOT and Appspace; synchronized video walls; live social media streaming and much more!

BrightSign Lights Up the DSE Tech Tour

As in past years, BrightSign's players also power high-profile installations featured on the [Digital Signage Guided Installation Tour](#), including Vegas EXP, a 32,000-square-foot retail store located in the Grand Bazaar Shops.

Visit BrightSign at DSE in booth #1728, or visit www.brightsign.biz for more information about the company's complete portfolio of digital signage hardware and software solutions.

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 XT 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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