

FOR MORE INFORMATION:

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

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

Four Winds Interactive Broadens Support for BrightSign's Media Players

LOS GATOS, CA – (June 5, 2018) – [BrightSign, LLC®](#), the global market leader in digital signage media players, today announced that [Four Winds Interactive](#) is expanding its support for BrightSign players.

“Our collaboration with BrightSign dates back several years, and in that time we’ve streamlined interoperability between our software and BrightSign’s hardware,” said Chris Keefe, VP Product at Four Winds Interactive. “Today’s announcement is the latest milestone in this long-standing collaboration, and we’re excited to make it easier than ever for our customers to use BrightSign hardware in their AV deployments.”

In mid-June, Four Winds Interactive’s full portfolio of Visual Communications solutions will support BrightSign’s XT and XD players via version 1.1 of its Content Player for BrightSign, with plans to extend support to the HD line in the near future. Integration includes video, live data, images, PDF, MP3, MP4, custom fonts, channels, weather, date & time, static wayfinding, monitoring and support via the Four Winds Interactive content manager desktop and web interfaces.

“Our collaboration with Four Winds Interactive is a win-win for customers,” said Jeff Hastings, CEO of BrightSign. “Together they get a best-of-breed solution with great software capabilities, paired with the best signage hardware on the market.”

The support elements announced today are especially relevant for customers looking for a web-based solution that’s versatile and easy to scale as future needs dictate. In addition to the new functionality available in version 1.1 of Four Winds Interactive’s Content Player for BrightSign, future updates will include a solution for IPTV/Live TV, interactivity & GPIO and even greater monitoring & support capabilities within Four Winds Interactive’s Content Tool.

To learn more about Four Winds Interactive’s full suite of digital signage software solutions, visit www.fourwindsinteractive.com.

For more information about BrightSign’s full portfolio of digital signage hardware and companion software, visit www.brightsign.biz or visit the company at InfoComm in booth N2846.

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>.

About Four Winds Interactive

Founded in 2005, FWI has quickly become the industry-leader for enterprise Visual Communications software. FWI's functionality makes it easy to create a powerful communications tool that solves wayfinding challenges, enhances safety, increases sales, improves experiences and much more. FWI is based in Denver, Colorado with additional offices in Dubai, Hong Kong, Mexico and the United Kingdom. For more information, visit www.fourwindsinteractive.com.

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