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BrightSign-enabled Bluefin LCD Displays Drive Interactivity in Converge Retail's Kinetic Display Retail Platform

Converge Retail's Unique Platform Brings the Richness of Online Shopping to the In-store Shopping Experience

LOS GATOS, CA & HAYWARD, CA – (February 20, 2019) – [BrightSign LLC](#)[®] and [Converge Retail](#) today announced integration of [BrightSign-enabled Bluefin LCD touch displays](#) into Converge Retail's portfolio of inline, tabletop and standalone kinetic retail displays. The collaboration brings together leaders in their respective fields. BrightSign brings its AV pedigree as the leading manufacturer of commercial-grade, purpose-built media players to Converge Retail, the company disrupting the traditional retail space with its innovative platform that marries the online and in-store shopping experiences.

"This latest integration is a testament to the durability and versatility of the BrightSign/Bluefin solution," said Jeff Hastings, BrightSign's CEO. "Seeing the Converge Retail platform in action is a glimpse into the future of retail, and we're excited to play an important role in making that future vision a reality in today's retail environment."

The Converge platform features rail-mounted, 13.3-inch Bluefin LCD displays that slide laterally as customers browse products on display. The touch-interactive displays – powered by [BrightSign's HS123 system on a chip \(SoC\) solution](#) – provide information about complex products, enabling customers to configure design options, discover & compare similar products in a category, and view an expanded range of products and their availability both in-store and online.

"The BrightSign/Bluefin solution is ideal in that it's rugged and stable enough to withstand the rigors of near-constant use in a retail environment," said Paul Chapuis, CEO of Converge Retail. "Purpose-built signage hardware running a dedicated, commercial-grade operating system is the ideal solution for our business as we turn our attention to larger-scale roll-outs."

One additional advantage of the BrightSign/Bluefin solution is the flexibility to integrate multiple displays into a single fixture. For example, an auto-configurator could feature a touch-interactive tablet as the primary customer interface, while a larger display reflects the customer's model, trim line and color selections in real time.

Converge Retail – which recently demonstrated its platform NRF 2019 – recently inked deals with Costco, Fred Meyer, [MotoMe](#), Ace Hardware and other major club channel retailers. The increased scalability made possible with the BrightSign/Bluefin collaboration paves the way for further expansion with key brands and retailers.

For more information about the Converge Retail kinetic retail display platform, visit www.convergeretail.com.



About Converge Retail

Converge Retail is reinventing the in-store shopping experience with its newest technology platform, Converge. Converge is a digital retail display that elevates the tactile gratification of in-store shopping by adding a content-rich online experience. Customers have access to online in-aisle content, specially curated for an in-store experience, keeping them in the retailer's ecosystem from discovery to purchase, and provides new and powerful insights on customer in-store buying behavior for retailers and brands. For more information visit convergeretail.com.

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 Bluefin

Bluefin is a leading manufacturer of LCD AD Players, rugged LCD displays and custom PCBA products used in retail and industrial environments. Our mission is to deliver the highest quality products and provide the best customer service in the industry. Over 700 respected brands continue to trust us for their digital signage and display needs. Tired of minimum order quantities and lack of customization? Concerned about doing business with foreign manufacturers? Can't find exactly what you want and not sure where to turn? Let us help. We offer various services from simple customization of our standard LCD displays to full scale OEM/ODM. Bluefin's headquarters are located in Atlanta, Georgia, with its factory in Shenzhen, China and distribution facilities in Amsterdam, Hong Kong and Atlanta. For more information visit www.thebluefin.com or contact us at sales@thebluefin.com

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