

## BrightSign's Bright New Look Costs Less, Works Faster

Written by Bob Snyder  
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Well, you can't say BrightSign isn't listening to the market. Their new updated HD models have a lower-cost (by 23% on high-end HD1020 model and 12% on entry level HD120), faster performance (2X), better video-to-video performance, and about 20% smaller form factor.

CEO Jeff Hastings [show in photo below] told us: "We wanted BrightSign HD to eliminate virtually all barriers to entry into the digital signage market. So there are no barriers to mass roll-out using a solution that's a fraction of the cost of alternatives."

By "alternatives," we mean PCs that are *in situ* as digital signage players...that may account for as much as 60-80% of the market today. BrightSign sees the market potential still as a huge opportunity and unit growth is probably only overshadowed by extraordinary exceptions such as iPads.

BrightSign's family of non-PC, solid-state digital sign controllers come integrated with a next-gen microprocessor to deliver improved media playback performance as well as save on manufacturing costs (and lets BrightSign pass the savings on to its customers. This is not charity; of course, it's volume stimulus.).

Offering the solid-state stability, the new HD line has three models to support a wide variety of applications ranging from stand-alone kiosk displays to networked solutions with engaging interactivity. Standard digital signage players returns may run as high as 4-6%. Solid state, says Hastings from his experience, is coming in at less than .1% failure rate.

That's pretty good for a company that doesn't consider itself a hardware company. "“We're really a software company that's bundling hardware. You buy our hardware and you get everything you need. Our 'hardware' costs less than some other digital signage software,” notes Hastings.



BrightSign players come with BrightAuthor, an intuitive drag and drop PC software application (this will be demonstrated at Screenmedia Expo, if you are going).

BrightAuthor simplifies the creation, publishing, management and monitoring of digital signage displays. The application offers playlist creation for both looping and interactive presentations as well as capabilities such as the incorporation of Live Text to connect Twitter feeds, stock tickers and other private and public databases to digital signage displays. It also supports the creation of synchronised video walls for more vibrant exhibits, events and promotions and the setting up of dynamic playlists to update a set of content without republishing an entire presentation.

In addition, BrightSign Network is a subscription-based hosted networking service that provides remote and secure network management, content updates, presentation scheduling and content library management. This network solution is a scalable and affordable service ideal for any size network of BrightSign units.

Visitors can also try the recently released BrightSign Network Web UI at Screenmedia Expo. The new Web UI gives BrightSign Network users access to their networked BrightSign digital signage controllers from anywhere in the world using an internet connection. Users can perform several tasks remotely such as creating and scheduling looping presentations, uploading content to your Library, creating and editing dynamic playlists, managing network groups and more.

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