



BrightSign used NAB 2014 as the occasion to reveal its 4K players will support **MPEG-DASH** which enables high-quality streaming of media content over the Internet.

"4K opens up so many possibilities in digital signage and other industry applications, but it's important to understand how to deploy these new 4K technologies properly," says Jeff Hastings, BrightSign's CEO. "As BrightSign continues to expand into the 4K market, we are working with a wider range of partners and demonstrating new technology for supporting the 4K ecosystem at NAB."

MPEG-DASH is critical when it comes to broadcasting 4K content via the Internet. The protocol takes content from standard HTTP servers and separates that content into individual segments, enabling network bandwidth optimization in real time for maximum streaming efficiency. Efficiencies are maximized because the highest possible bit rate segment will be streamed at any given time, depending on the network resources available at that time.

And because network resources fluctuate constantly, MPEG-DASH continuously evaluates those resources to maximize playback quality, without causing stalls or requiring re-buffering. Optimizing playback quality and eliminating the risk of network overload are important, especially when broadcasting movies, live sporting events or other lengthy content.

"BrightSign and Elemental are like-minded in their pursuit of 4K in its purest, most impressive form," said Keith Wymbys, chief marketing officer for Elemental. "Our ongoing interoperability

## BrightSign Demonstrates 4K Advances at NAB 2014

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work with BrightSign has yielded a complete 4K solution for digital signage, and we expect BrightSign's new players to catalyze growth in the marketplace as it shifts to 4K."

This past weekend BrightSign demonstrated the latest 4K video technology at the JB&A Video Workflow Pre-NAB Event. BrightSign demonstrated its new 4K player – "the industry's first sub-\$1000 commercial-grade solid-state digital signage media player – the only player of its kind to deliver true 4K, with H.265 encoding and HDMI 2.0 for playback at 60 fps."

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