BrightSign to Demo HTML5 Advances with 4K Players at InfoComm MEA

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BrightSign will demonstrate its latest platform software that makes it easy to harness the power of HTML5 content in digital signage applications at InfoComm MEA.

The new platform software is integral to BrightSign's powerful HTML Rendering Engine resident on the company's latest portfolio of digital signage media players. HTML5-authored content takes advantage of touch interactivity, including the ability to tap, swipe and pinch. The ability of the viewer to self-navigate signage content ensures a highly personalised experience, creating a vital touch-point between proprietor and customer.

"One great benefit of our purpose-built digital signage media players is that we can deliver updates to the player software (also referred to as platform software or firmware) adding important capabilities without any disruption to the hardware itself," says Jeff Hastings, BrightSign's CEO. "In this case, we're seeing a massive influx of rich content, and digital signage installations need a rendering engine capable of processing all of that content in real-time. We developed this new software to bring greater efficiency to our BrightSign players, and to ensure that even the most sophisticated content can be processed with ease."

HTML5 delivers extremely rich experiences for applications such as the "endless aisle" in retail, powerful wayfinder solutions and real-time social media applications.

At the stand, co-hosted by **DigiComm**, BrightSign will also be exhibiting its new 2015 range of players for the first time in Dubai. The flagship line offers the new 4K models. Alongside, visitors can view the updated range of XD and HD solid state players, offering greatly increased

performance while maintaining existing price points. The new LS product line, a pair of very affordable, full-featured devices for commercial audio and price-sensitive digital signage applications, is also being shown for the first time.

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