

## BrightSign XD Aims for the Wider Market

Written by Bob Snyder  
08. 11. 2012

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Every time we chat with Jeff Hastings, CEO of BrightSign, he never fails to mention he considers BrightSign to be a software company.

“We employ more SW engineers than HW. Anyone can build hardware but to bring a box to life without adding more cost to the box, that’s BrightSign,” notes Hastings.

You would have to agree: Getting all of digital signage into a box, that’s the trick. Getting all the cost out of the box, that’s the even bigger trick.

BrightSign is acknowledged as the market leader in digital signage players, but Hastings was not content: When he looked at the digital signage market, he saw BrightSign playing in the smaller part of the market, the one-third of the market that is non-PC.

PC owns the bulk of digital signage.

Now BrightSign unleashes **the industry’s first line of solid-state digital signage media players with PC-class performance**. Solid-state players have always been more reliable than PC-based signage solutions, but BrightSign’s new XD product line is the first of its kind to deliver the features and capabilities of PC-based solutions as well.

This includes the ability to display Live HDTV broadcast content using an ATSC/Clear QAM tuner or HDMI input. The ATSC tuner is used to play cable TV or closed circuit TV broadcasts, and the HDMI input to play any broadcast content – even HDCP-protected content. And that's a big deal, for example, if you are a bar or restaurant and you've confronted the copyrighted content protection issues before.

All models include an advanced video decoding engine with superior scaling technology that delivers 1080p60 video and supports 3D content. The video engine is capable of decoding two 1080p60 videos or several lower-resolution videos simultaneously.

All models support HTML5 so content creators can use familiar development tools to create engaging content. In addition, BrightSign's regular touch-screen interactivity is now enhanced with swipe/gesture control.

BrightSign's XD comes in three configurations. They will sell in Europe for about (depending upon country) euro 400 (XD230), 500 (XD1030) and 600 (XD1230).

**XD230 Networked Player:** Capable of playing two 1080p60 videos or several lower-resolution videos simultaneously from local, networked and streaming sources – with support for Full HD, HTML5 and 3D content.

**XD1030 Networked Interactive Player:** Engages the audience with a diverse range of interactive controls such as touch/swipe, GPIO, serial, USB, UDP and mobile devices.

**XD1230 Networked Interactive and Live HDTV Player:** Includes all the features the XD1030 offers plus Live HDTV playback via HDMI and ATSC inputs to capture an audience and keep them wanting more.

"...we believe our new XD products will reshape the competitive landscape of our industry," said Jeff Hastings, CEO.. "Historically PC-based signage solutions have held certain advantages

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compared to solid-state players, but today we're leveling that playing field. Our solution offers the robust functionality that PC-based solutions are known for, but with the dramatic cost advantages and unparalleled reliability of a purpose-built signage solution."

"Implementation of a PC-based signage solution is reserved for a very specific application. In usual circumstances, we simply can't afford the cost of a computer-driven system when a large-scale rollout is required, not to mention the inevitable PC downtime and high heat emissions," says one customer-- Michel Baronnier, President of TMM Communication in France. "BrightSign has always offered us an attractive alternative -- and now with BrightSign XD we can fulfill all market needs."

The battle for market share from the PC business will not be easy. "We use distributors who already sell PCs or industrial-type PCs," notes Hastings. "We have to go out to the software vendors. We have to tell integrators that the integration is much easier: for example, PC failure rate is 4-6% and when you do thousands of screens that's a lot of failure. Our devices show a rate less than one half of a percent."

Cost-effective, solid state for less moving parts and more reliability, software-driven, specialist technology...these are the weapons that BrightSign will carry into the battle against PC digital signage, against the Intel-driven boxes.

You might think if Hastings is right about software driving the box sales, the real enemy could be the new Windows 8 competition. But the fact that the PC industry has a hardware side and a software side to it, that duality, is the very opportunity that Hastings wants to exploit.

Digital signage in a box, that's singularity and XD hopes to bring it all together for the two-thirds of the market that could make BrightSign an even big winner.

Go [BrightSign's New XD Product Line](#)