

## BrightSign Adds Commercial Audio Distribution Product

Written by Bob Snyder  
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The global market leader in digital signage players (31.6% according to IMS Research) announces the **BrightSign AU320**, a commercial audio distribution product. The AU320 is a networkable audio solution that integrates messaging playback and background music in retail outlets and other commercial settings.

BrightSign AU320 functions as standalone audio device, but also integrates with digital signage installations for a complete audio/videosolution.

“While people don’t often realise it consciously, audio is pervasive in commercial settings and it directly influences our frame of mind when we’re visiting those businesses,” says Jeff Hastings, BrightSign CEO.

The AU320 is a scalable solution that enables everything from simple background music to single-zone audio that integrates with and complements even the most robust digital signage implementations. It can be used in countless applications with unique requirements – picture a tour bus company that wants to loop specific audio tracks when geo-location features of the BrightSign product indicate the bus is moving within a certain geographical radius.

In addition to background music, the BrightSign audio device delivers an inaudible, high frequency sound that is detected by a popular mobile app on shoppers’ mobile phones, initiating the push of discounts and other promotions to customers while they shop. This non-intrusive form of real-time, location-based marketing demonstrates how commercial audio players are

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being used for much more than just music delivery.

BrightSign AU320 will be available in August 2012.

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