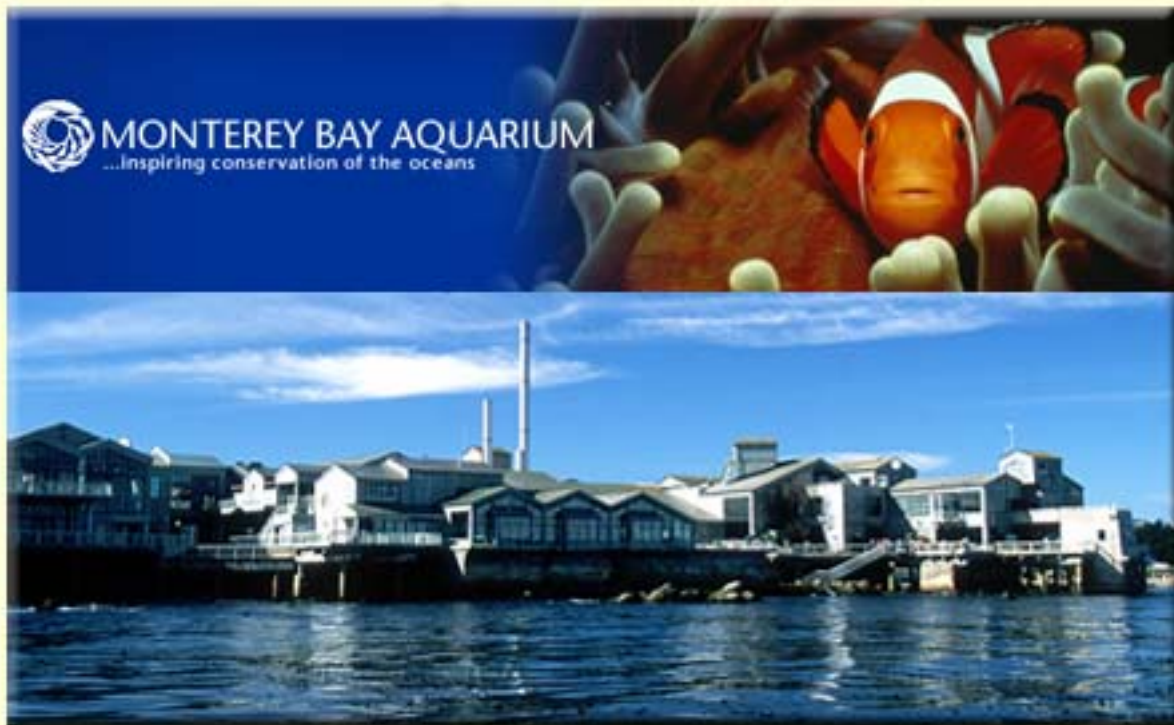


ROKU

BrightSign Customer Case Study

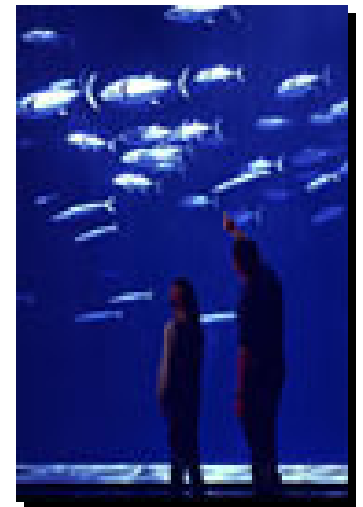


For more information visit <http://www.rokulabs.com/brightsign>, email sales@rokulabs.com or call 1-888-600-7658

Overview



- Location: Monterey, California
- Attendance: 1.8 million people annually
- Zagat Survey® Ratings: No.1 aquarium & No. 3 attraction in the nation
- Video exhibits: About half of all exhibits are video – approx. 200
- BrightSign : Currently 40 units installed with more planned



Challenges

- Costs of live exhibits are high and video exhibits are good alternative
- Until March 2007, most video displays were powered by broadcast quality rack mount playback devices
 - Required temperature, ventilation controlled rooms
 - Content download rates via RS232 took too long - approximately 1 hour to download a 4 minute video
 - Expensive to purchase and maintain – approx. \$2000 per unit to drive a single display
 - Unreliable hardware



Video display built into rock wall

Requirements

When planning a new exhibit, Monterey Bay Aquarium required:

- A solid state media player for reliability
- VGA output for video quality
- Affordable solution



Video display exhibit

BrightSign Solution: Reliability



- BrightSign is providing high reliability under extreme conditions due to its solid state design and rugged construction:
 - Installations under counters and in/near water tanks
 - Heavy playback - 16 hours per day, 7 days a week



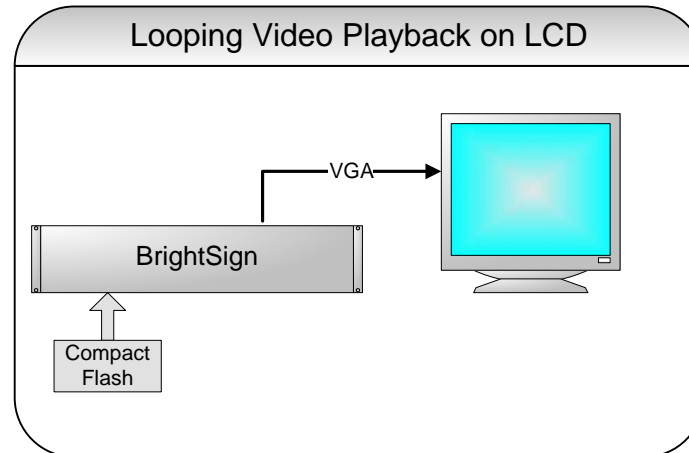
- Two Roku installations:
- Mounted in back of plasma screen in otter tank
 - Under exhibit counter



BrightSign Solution: Video Quality



- BrightSign is delivering exceptional video quality
 - BrightSign employs advanced video scalars that scale standard video to VGA output resolutions
 - All 25 SD video displays in new “Wild about Otters” exhibit are powered by BrightSign HD600s



BrightSign Solution: Affordability



- BrightSign brought huge budget savings
 - \$68,000 in savings by purchasing 40 BrightSign units vs. a legacy device
 - Substantial savings in service costs paid regularly for legacy devices with reliability issues



BrightSign Solution: Ease Of Use



- BrightSign is providing ease of use resulting in less time to setup and update exhibits
 - Looping video playback exhibits are setup quickly by inserting a compact flash card with the video content
 - Interactive video switching exhibits are easily created with an excel spreadsheet template that Brightsign reads



Lever switches change video playback to/from Sea Otters and River Otters

Video switching exhibit



Roku installation of Video switching exhibit

Future Plans

- Update all video displays to be powered by BrightSign
- Replace audio playback devices with BrightSign for playback of animal sound exhibits
- Employ more interactive exhibits with multiple button selections and touch screens
- Drive high-definition video displays with future BrightSign products



2 Roku installations