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InfoComm 2011 Booths #5059 and #4883

BrightSign CEO to Speak on Retail Digital Signage Success Factors at InfoComm 2011 Conference

Hastings to Illustrate Key DS Elements that Increase Sales/ROI with Case Study Analyses

ORLANDO, FL – June 15, 2011 – Jeff Hastings, [BrightSign®](#) CEO, will be delivering a digital signage technology update and application presentation as part of the [InfoComm 2011 Conference](#), the world's largest audiovisual trade show. Held June 15 from 11:00 A.M. to 11:25 A.M. at the Digital Signage Presentation Stage, Booth #4989 in Hall C at the Orange County Convention Center in Orlando, FL, the theme of the presentation will be *"The Success Factors for Digital Signage in Retail."* The presentation will also be available for viewing on the InfoComm website post show

During the presentation, Hastings, who holds eight US patents, will draw on more than 20 years of experience in the digital media sector to provide attendees with comprehensive information on the technologies and trends that are vital for successful digital signage deployments.

In addition to presenting digital signage ROI data, Hastings will discuss signage elements that engage and influence customers such as content, screen layouts, interactivity and synchronization, as well as the latest in portability options and networking solutions. To illustrate these elements, Hastings will use several digital signage case studies.

A case study on [FNAC](#), an international entertainment retail chain with the largest retail digital signage network in France, will be used to illustrate how players can take the complexity out of networked digital signage. FNAC uses 2,000 BrightSign networked sign controllers to drive more than 4,000 FNAC displays at 80 FNAC retail stores throughout France.

For digital signage synchronization, Hastings will point to [Peeps & Company™](#), the candymaker known for the chick-shaped marshmallow Easter favorite. At its retail store in National Harbor, MD, it deployed synchronized video, music and ceiling-mounted LED designs to create a unique tone throughout the store. For this application, a master BrightSign unit sends serial commands to change the patterned LED ceiling display to coordinate playback with the wall-mounted displays.

"Interactive digital signage entices and engages customers in unique ways," said Hastings. "It also creates a positive, informed experience for the customer because it acts as a well-informed sales representative. Some of the ways interactivity can be implemented today include the use of buttons,

touch screens and barcode readers. Other enticing implementations use motion sensors and even SMS texting to obtain coupon codes on an item,” he noted.

One of the examples of digital signage interactivity Hastings will review is [ODLO](#), an advanced sportswear specialists who enables customers to explore product features and options via a combination of audio-visual presentations, touch screen interactivity and barcode scan abilities in kiosks

Attendees will also learn about how [MBT](#), manufacturer of the revolutionary MBT footwear, has a BrightSign-driven kiosk that uses Radio Frequency Identification (RFID) and touch screen interactivity to showcase the pro-body benefits of the footwear. With the display, when a customer picks up an RFID-tagged shoe, the controller initiates playback of a video describing the footwear. Customers can also use the BrightSign-driven interactive touch screen to select a shoe model and learn more, such as what celebrities are wearing them and news coverage.

Hastings will conclude the presentation by inviting attendees to visit the BrightSign InfoComm Booth #4883 where they will be welcomed by a 7-Screen Synchronized Video Arch that measures almost 20 feet across and 9 feet high. The arch will lead them to a simulated specialty clothing store showing how retailers can promote the clothing surrounding the displays as well as store specials and branding with [BrightSign TD1012](#) portable display towers. There will also be a [floor kiosk](#) in the retail store that features a touch screen jeans finder to enable users to match their style preferences with a particular fit of jeans.

About InfoComm

Designed for professionals in the audiovisual, information communications and systems integration industries, InfoComm showcases the latest technologies for audio, video, display, projection, lighting and staging, digital signage, conferencing, digital content creation, networking, signal distribution and much more.

Held annually in June, the Show gives attendees the opportunity to explore tens of thousands of audiovisual products and services – everything from digital signage and content creation to projectors and lighting – all from the industry's leading manufacturers. The Show also offers more than 300 educational seminars, workshops and labs taught by world-renowned experts with a focus on technology, trends and best practices in the industry. With programming from InfoComm Academy®, certification testing, manufacturers' training and special interest training programs, attendees can experience a wide range of topics with presentation levels that range from basic to advanced.

About BrightSign

BrightSign, LLC, based in Saratoga, California, develops products and software for digital signage. BrightSign solid-state digital sign controllers set new standards for both stand-alone and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity. Online information about BrightSign units is available at www.brightsign.biz. For sales inquiries, please contact sales@brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/pages/BrightSign-LLC/121852744557182>