

Client Contact: Karen Fore
408-556-9389
pr@brightsign.biz

Agency Contact: Andy Marken
408-986-0100
andy@markencom.com

FOR IMMEDIATE RELEASE
InfoComm 2011 Booth #5059

BrightSign Announces BrightControl with HDMI CEC Command Support for Complete Digital Signage Line

Simplifies and Controls Screen Operations, Lowers Digital Signage Cost, Enables Easier Deployment

ORLANDO, FL – June 9, 2011 – Known worldwide for combining innovation with affordability, digital signage leader [BrightSign®](#) announced today a new feature that enables a BrightSign player to control the screen that it is driving via High-Definition Multimedia Interface™ (HDMI™) using Consumer Electronics Control (CEC) commands. With BrightControl, major screen states such as power on/off, volume up/down/on/off, pause, user-defined commands and all other standard CEC controls available can be conveniently managed without user intervention.

BrightControl CEC Command support will be added to BrightSign's complete line of solid-state digital media controllers and [BrightAuthor](#) software free of charge beginning Q3 2011.

BrightControl will be demonstrated for the first time at BrightSign's InfoComm 2011 Booth #4883 this week. Using a commercial-grade screen, BrightSign will demonstrate the ability to BrightControl features such as powering the screens at will. The demonstration combines two industry advancements: Philips is one of the first to implement CEC commands via HDMI in its Philips ONE Wire 5571 commercial-grade LCD monitor and BrightSign is one of the first to implement compatibility with this new feature in the commercial world.

"CEC commands have been implemented in many consumer-grade TVs, but now this industry standard is moving into the commercial screen world," said Jeff Hastings, BrightSign CEO. "BrightControl adds key HDMI CEC benefits for both installers and end users. In the past, screen control commands were sent through an RS-232 cable/connection for power, volume, etc. controls. But now," he noted, "with BrightControl, users can eliminate this additional connection and do all of the same command controls using the already connected HDMI cable. This not only lowers the cost of the digital signage solution, it makes it much faster and easier to install/deploy."

Through [BrightAuthor](#), a PC application included free of charge with all BrightSign players, the BrightControl commands are easily added to presentations. BrightAuthor, the central interface for BrightSign single-site and networked digital signage displays, features intuitive templates and tools that make creating, updating, managing and monitoring digital signage displays so easy, anyone can do it.

About BrightSign Solid-State Digital Signage Controllers

BrightSign digital signage controllers are complete, ready-to-use solutions that include the hardware, software and networking support for driving stand-alone or networked displays ranging from basic [looping models](#) to [interactive](#) and [networked controllers](#) with live video feedback. With no moving parts to fail, the fully scalable controllers are more reliable and provide a significant savings in maintenance costs. They also offer a substantial savings in energy costs because they only require a fraction of the power used by PC-based systems.

Availability, Pricing

Starting Q3 2011, BrightControl will be available at no extra charge on all BrightSign models including the HD110, HD210, HD210w, HD410, HD810, HD1010, and HD1010w.

BrightSign all-in-one digital players and kiosk controllers are available from the [BrightSign Store](#) with prices ranging from US\$284.99 for the HD110 with simple looping video playback, \$399.99 for the HD210 network-enabled digital sign player, US\$649.99 for the HD1010 network-enabled interactive digital sign and kiosk controller, and US\$699.00 for the HD1010w with built-in Wi-Fi.

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>

###

BrightSign is a registered trademark of BrightSign, LLC in the United States and other countries. All other trademarks are trademarks or registered trademarks of their respective owners. Specifications subject to change without notice.