

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

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

BrightSign Delivers Haunted House Effects on ABC's *Extreme Makeover: Home Edition*

HD Video Displays Add Spirited Fun to Oregon School for the Deaf's Fundraising Events

SARATOGA, CA (November 1, 2010) -- [BrightSign](#) announced today that its solid-state digital signage controllers are being used to power special video effects at the [Oregon School for the Deaf's](#) (OSD's) new haunted house shown October 31st on ABC's "[Extreme Makeover: Home Edition](#)."

[Pale Night Productions](#), an innovator in haunted house technology, designed, developed and installed the BrightSign-driven high-definition effects. A [BrightSign HD410](#) interactive player is used to deliver its chilling "Wall Crawl" video effect triggered with a motion sensor and a [BrightSign HD110](#) dynamic looping player for its startling "Spectra-Scope" video effect.

OSD's annual haunted house event is the 140-year-old school's single largest fundraiser, but a renovation of the boys' dorm and the 12,000-square-foot haunted house in the basement were badly needed. During the Emmy award-winning reality TV program, viewers watch a new boys' dormitory being built and a complete renovation of the basement, where the school's [Nightmare Factory](#) has been staged for 23 years.

"With no moving parts to fail, BrightSign PC-less players provide the reliability and simplicity OSD needs for its popular fundraising events," said Jeff Hastings, BrightSign CEO. "The units are also compact, making them easy to mount out of sight so they won't detract from the effect of the displays."

These features as well as their realistic HD delivery, quiet, fanless operation and low energy requirement were key to Pale Night Productions' decision to use BrightSign controllers for all of its haunted house video effects

Since introducing its unique product line last year, Pale Night Productions has sold over a hundred BrightSign-driven video effects for nearly every major haunted attraction in the country and some outside the US.

"We haven't had a single player returned to us yet for any reason; and haunters are hard on technology,

so that's saying something," said Kip Polley, Pale Night Productions' owner/operator. "I've used a few different players, but BrightSign is my choice because they're reasonably priced, they deliver full HD videos and are much simpler and more intuitive than others I've tried. I also like the programming style and the number of inputs because it allows for fairly complicated video tasks to be undertaken."

The Wall Crawl plays on a 46" LCD TV screen mounted in the ceiling of the hallway leading into the haunted house. The effect is triggered by a mat switch spliced into a cord that connects to the BrightSign HD410 controller's GPIO port. When visitors step on the floor-mounted mat switch, the video begins with a view up into the turret of an old mansion. As lightning flashes through the windows, a ghoul is seen plastered to the ceiling. She then begins climbing down the walls in contorted poses before lunging down for a shocking end.

Installed in the Biology Lab scene within the haunt, the Spectra-Scope uses an HD110 to play on an old CRT computer monitor. The HD looping video simulates a haunted version of an oscilloscope. The trace on the screen flickers and jumps all around and occasionally shows a ghoulish face appearing in the screen.

Availability

BrightSign offers a complete line of solid-state digital signage and kiosk controllers, including its basic HD110 and HD210 looping models; the HD410, HD810 and HD1010 models for full interactivity and the HD210 and HD1010 network-enabled models, as well as the recently announced HD210w and HD1010w, two new solid-state media controllers with built-in Wi-Fi (802.11a/b/g/n) capabilities. BrightAuthor 2.0 software, the central interface for BrightSign single-site and networked digital signage displays, is included free of charge with all BrightSign models.

About "Extreme Makeover: Home Edition"

The Emmy award winning reality program "Extreme Makeover: Home Edition," now entering its 8th season, is produced by Endemol USA, a division of Endemol Holding. It's executive-produced by Brady Connell and George Verschoor. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.

About Pale Night Productions

Headquartered in St. Louis, MO, Pale Night Productions (PNP) specializes in high-quality, low-cost animations and special effects, as well as custom prop design and fabrication. With degree-holding engineers doing all design and fabrication work, customers can be sure that PNP products will last many seasons. For more information, visit www.palenight.com.

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.

###

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.