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BrightSign Wins Best European Retail Solution of the Year

Retail Systems magazine has awarded its 2010 European Solution of the Year to BrightSign media players adopted by French retailer FNAC.

Cambridge, UK (November 5, 2010) – BrightSign, along with its customer FNAC, has won the Best European Solution of the Year category in the 2010 Retail Systems Awards. The award was presented on 28 October in recognition of a project in which a network of 2,000 BrightSign digital media players have been installed in FNAC's extensive international chain of department stores. FNAC now operates the largest retail digital sign network in France.

The project, implemented by French AV integrators TMM Communication, recognises the project's definable and significant business benefits, innovation and originality of application, along with return-on-investment and delivery on time and within budget.

TMM played a major role in meeting these criteria, acknowledged BrightSign's European sales director Pierre Gillet, saying: "We are proud and honoured to have won the award for the European Solution of the Year. I would like to thank FNAC for choosing BrightSign and TMM for the great integration job. This success is due in no small part to TMM's innovation, technical expertise and project management skills. They made this project happen".

A network of 1,500 BrightSign controllers was the vanguard of a project delivering coordinated content and stellar playback quality to some 3,000 displays at 80 of FNAC's retail stores strategically located throughout France. FNAC, France's largest retail chain of personal computers, books and music, added the expansive digital signage network as part of an ongoing commitment to provide their 18m customers with enhanced shopping experiences. Currently there are 2,000 players installed at FNAC outlets in France and Belgium, and ultimately as many as 4,000 BrightSign units will be in use throughout nine European countries.

It's just one success of many, said Gillet: "We have scored many successes, not just in the retail sector, but also with customers in museums and galleries, exhibitions and other attractions throughout Europe. Soon we will announce further significant design-wins, thanks to both the quality of our products the superb efforts of our knowledgeable and responsive European sales partners".

Earlier in 2010, TMM's BrightSign-based signage solution for FNAC received the prestigious Golden Screen Award for the best digital signage installation in the retail category by the French Digital Signage Association.

ENDS

About FNAC

A subsidiary of the PPR Group, FNAC is retail leader for what it describes as "cultural products": books, CDs, computing, audio, video and photographic equipment. It is France's largest retailer of personal computers, books and music thanks to its unique brand positioning is based on exciting the pleasure of discovering a diversity of cultures and technologies. An unrivalled selection of products, for example 35,000 consumer technology lines, is supported by impartial and innovative advice.

FNAC is almost an institution in France, where it has 80 stores around 56 cities, serving 2.2 million members, 18 million customers a year. The company has expanded internationally into Belgium, Spain, Italy, Portugal, Switzerland, Greece and Brazil providing an additional overseas membership of 1.1million customers FNAC is one of France's top 20 businesses, with 2008 revenue of €4,587 million, 19,357 employees working in 143 directly-operated stores.

About TMM Communication

Established in 1992, TMM has played a pioneering role in digital signage, contributing directly to the establishment of this market in France. Now, with a track record of more than 10,000 screens installed at over 1500 sites, TMM can justifiably claim to be one of the most experienced players in this sector. Global experience of project issues, allied with expertise in the latest technology, enables TMM to offer solutions that last: innovative solutions today that will become standards tomorrow. TMM builds its know-how into every element of a project, ensuring the maximum reliability and performance for customers. To facilitate this, TMM operates its own internal research & development department, alongside editorial and graphics studios.

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.

More information: <http://www.brightsign.biz>

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