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**InfoComm 2010 Booth #N2460  
For Immediate Release**

## **BrightSign and Partners Demo Latest Trends in Interactive Digital Signage Solutions at InfoComm 2010**

### ***Synchronized Multi-screen Video Walls, Prize-redeeming Kiosk and SKU-activated Merchandising Application Deliver Memorable Customer Experiences***

**LAS VEGAS, NV (June 9, 2010)** – [BrightSign](#) announced today that it is teaming up with several content developer partners to demonstrate their innovative digital signage applications at its InfoComm 2010 Booth #N2460 this week. The partner demonstrations reinforce BrightSign's commitment to offering one-stop shopping for a broad range of turnkey digital signage solutions that are easy to use and affordably priced. When paired with one of BrightSign's content developer partners for creative design through implementation, retailers, organizations and institutions can be certain that their messages will stand out from the crowd. Driven by BrightSign solid-state digital signage and kiosk controllers, the demonstrations will include amazing video walls featuring synchronized screens, an interactive SKU-activated merchandising application and an in-store kiosk where customers can win prizes or obtain discounts.

"We're delighted that InfoComm attendees will have the opportunity to see how content developers are combining their creative talent with BrightSign players to deliver truly amazing displays with custom looping, multi-zone, synchronized and interactive playlists," said Jeff Hastings, BrightSign CEO. "Each partner, each demonstration is unique because they bring their own distinctive skill set and style to signage projects ranging from marketing to branding, retail and beyond. By combining their experience and creativity with the simplicity and reliability of BrightSign's feature-rich, non-PC controllers, they can streamline deployment and have the confidence that their application integrates and displays beautifully."

### **Synchronized Four-screen Video Wall**

Celebrating over a decade of award-winning video production, [funnelbox](#), of Oregon City, OR, produces commercials, marketing videos, web videos, tradeshow videos and DOOH content for some of the world's greatest brands. At the BrightSign booth, funnelbox will feature 4K content shot and produced to take advantage of a synchronized four-screen video wall run by four BrightSign HD210 players. Using the players' synchronization support via Ethernet, the video will be split into sections so each screen only shows the section of video that corresponds to its position on the video wall thereby creating an impressive very large single screen effect across the four displays.

## **Synchronized Two-screen Video Wall**

At this year's BrightSign InfoComm booth, a two-screen synchronized HD video program will be featured that was developed for BrightSign by The CSI Group out of Paramus, NJ. The CSI Group are experts in creating dynamic video content to attract attention while reinforcing brand messaging in both an entertaining and educational manner. This installation will be shown using two synchronized screens driven by two BrightSign HD210 players. With the players' support for full HD at 1080p resolution, this unique video wall will stand out with stunning clarity and appeal.

## **Interactive Prize-redeeming Kiosk**

[Direct Mail USA](#), a full-service marketing production company headquartered in St. Louis, MO, will demonstrate an in-store kiosk featuring its interactive Prize Wheel application running on a BrightSign HD1010 controller. As part of a complete marketing/promotional program that includes direct mail, customers are provided with a mail piece that has a barcode on it for redeeming a prize. When the customer scans the mail piece's barcode at the in-store kiosk, the BrightSign controller initiates the spinning of the animated video prize wheel which will land on a prize or a store discount for that customer. Designed to increase store traffic and brand/product awareness while making promotions fun for consumers, the application lets the retailer set the odds as well as the types and quantity of prizes or coupons. Direct Mail USA's Prize Wheel application can be customized to meet the specific needs of retailers and other organizations.

## **SKU-activated Merchandising Application**

[Imaculix GmbH](#), a Zurich-based multimedia production house, will demonstrate the in-store interactive kiosk it developed for [MBT](#), manufacturer of the revolutionary MBT footwear. Driven by a BrightSign HD1010 controller, the kiosk uses Radio Frequency Identification (RFID) and touchscreen interactivity to showcase the many 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 touchscreen to select a shoe model and learn more, such as what celebrities are wearing them and news coverage.

Currently available in English, German, Italian and Dutch with more languages to follow; the technology for the entire touchscreen application was developed by Imaculix and the overall retail solution, such as the touchscreen wall for the "shop in shop" installation and the standalone touchscreen tower was designed, developed and executed by [Retail United](#) (RUN).

By using BrightSign solid-state digital signage and kiosk controllers to drive these pristine, high-definition displays, content developers can provide their customers with signage solutions that are more affordable than PC-based solutions. With no moving parts to fail, the controllers are more reliable and provide a significant savings in maintenance costs. They're also easier to deploy, manage and update. In addition, because BrightSign's environmentally friendly controllers only require a fraction of the power used by PC-based systems, they offer a substantial savings in energy costs. Designed for scalability, users can start with a stand-alone solution and can cost-effectively move up to a networked system when they're ready.

## **BrightSign Channel Partner Program**

BrightSign is committed to helping its partners shorten sales cycles, expand within market segments and win business opportunities. To do this, BrightSign works closely with its worldwide network of partners, offering dedicated sales support, product training, comprehensive technical support, favorable product margins, and sales leads as well as business development and marketing program assistance. In addition, BrightSign offers a number of programs that can be tailored to fit the business needs of its partners.

For more information on joining the BrightSign Partner Program, in North America call 408-852-9263, Internationally call +44 1223 911842 or email [sales@brightsign.biz](mailto:sales@brightsign.biz)

## **About funnelbox**

Headquartered in Oregon City, OR, funnelbox is a "Disciplined Creative" video production studio that has been creating business-focused motion picture content for more than a decade. Its unique approach to hold accountability and bottom-line results on par with creative execution has won accolades from some of the world's most discriminating brands and organizations. For more information, visit <http://www.funnelbox.com/>, email [hello@funnelbox.com](mailto:hello@funnelbox.com) or call 503-595-5901.

## **About The CSI Group**

With nearly 20 years of experience as a marketing communications agency, The CSI Group of Paramus, NJ, is a leader in developing creative video content for digital in-store displays and signage applications in both 2D and 3D-Stereoscopic formats. For more information, visit <http://www.csinj.com>, email [one@csinj.com](mailto:one@csinj.com) or call 201-587-1400.

## **About Direct Mail USA**

Offering responsible direct marketing since 1912, Direct Mail USA is a division of Commercial Letter, Inc. and headquartered in St. Louis, Missouri. The full-service marketing production company specializes in nationwide retail sales promotions through direct mail. In its one-stop-facility, all the creative, database management, online marketing, printing and mailing is done under their own roof. For more information, visit: [www.directmailusa.com](http://www.directmailusa.com) or call 800-511-6245..

## **About Imaculix GmbH**

Imaculix is a Zurich-based multimedia production house with 22 years of experience in TV and video production and is well-known for offering a broad range of graphic products. For more information, visit <http://www.imaculix.ch/> or call +41 44 520 3200.

## **About BrightSign**

A division of Roku, Inc. and based in Saratoga, California, BrightSign 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](http://www.brightsign.biz). For sales inquiries, please contact [sales@brightsign.biz](mailto:sales@brightsign.biz) or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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