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**For Immediate Release**

# BrightSign Recreates Video Wall from France's Largest Retail Digital Signage Network for InfoComm Attendees

***Showcases Demo on MTI's Interactive SKU-activated Merchandising Application and BrightSign HD1010 Controller***

**SARATOGA, CA (May xx, 2010)** – BrightSign announced today it is recreating a fully-functional replica of the FNAC ticketing display for the InfoComm 2010 Digital Signage Application Showcase (Pavilion N2061) that will be held June 9-11 at the Las Vegas Convention Center. FNAC, one of the largest international entertainment retail chains in France, uses 1,500 networked BrightSign players to drive more than 3,000 full HD displays in 80 stores throughout France. Earlier this year, the FNAC/BrightSign project, the largest retail digital sign network in France, earned its distributor/integrator, TMM Communication, the 2010 Golden Screen Award for the Best Digital Signage Installation in the Retail Category.

Like FNAC's original display, the recreated ticketing display will include multiple 47" HDTVs portrait-mounted as a large video wall powered by solid-state BrightSign HD210 players. Without requiring the use of a PC, the displays deliver eye-catching, high-definition video and high-quality image promotions for upcoming concerts and other events, as well as a calendar of events and pricing. In addition to providing higher reliability than PC-based signage solutions, the solid-state players are significantly more affordable, both on unit pricing and network service pricing.

Because FNAC handles ticket reservations and sales for about 21,000 events each year, a key requirement was to make remote updates so easy, even non-technical employees could quickly make the changes. This was accomplished by having all of the BrightSign players networked and managed from FNAC's head office using BrightSign Network, a secure Web-based application, and the interface software TMM specifically designed for FNAC. BrightSign's hosted network service not only simplifies remote updates, it eliminates the cost of creating and maintaining a network to manage all of the displays at FNAC's stores and will scale to accommodate stores that are added in the future.

In addition to the retail display in the Digital Signage Application Showcase, BrightSign will also display a demo showing SKU-activated merchandising using a BrightSign HD1010 controller-driven exhibit provided by MTI-Interactive. A pioneer in consumer retail merchandising, MTI uses cell phones for this exhibit to demonstrate how RFID and touch screen interactivity can enhance the consumer's shopping experience and boost sales. When one of the cell phones on display is picked up, a video highlighting the phone's features plays. The interactive touch screen can be used to learn more about that model's benefits and options, and to compare the phone with other models.

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**Availability, Pricing**

BrightSign video players and kiosk controllers are available from the BrightSign Store with prices ranging from US$399.99 for the HD210 network-enabled dedicated looping media player and US$649.99 for the HD1010 network-enabled interactive digital sign and kiosk controller.

Supported by BrightSign's HD210 and HD1010 high-definition digital sign controllers, BrightSign Network runs on a standard Windows PC running XP or Vista and Windows 7 systems. Subscriptions are available for US$99 per year per sign. BrightSign customers can request a free 30-day trial of BrightSign Network by visiting: http://www.brightsign.biz/products/brightsign_network_manager.php

**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. For sales inquiries, please contact sales@brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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