

# BrightSign is first choice for food gift retailer's video signage

*Leading US food gift retailer Harry & David selected Roku's BrightSign HD2000 for its first venture into digital signage*

**SARATOGA, CA June 4, 2009.** Roku's BrightSign HD2000 digital media player has been selected by the US food gift leader Harry & David to power their first video display sign, strategically installed at a new airport terminal in the company's home town of Medford, Oregon.

Roku will be showcasing the Harry & David content with their systems at InfoComm in Orlando, Florida on June 17-19th in booth #2072.

The HD2000 drives a 42-inch flat panel display – portrait-mounted in a custom-built enclosure and located on a blank wall in the arrival hall of the newly-opened Jackson County Airport. Its message – seen by around 300,000 passengers a year – invites visitors to take a tour of the nearby Harry & David plant and to *"Taste Something Delicious"* both during the tour and at the company's Country Village retail store. The digital sign can also be viewed by people waiting for arriving passengers.

The project was led by the in-house creative team at Harry & David Corporate Television. Spectrum Systems Design of Portland, Oregon, who researched and delivered the LCD and display engine, provided excellent after-sales support.

Content, created in true high-definition 1080 MPEG video format, comprises a single zone, featuring playback of two alternating 15 second video loops. It was initially delivered by installing a CF card with the content and playlist; however plans to utilize the BrightSign Network Manager are in Harry and David's future which will allow for continual content updating via a simple Internet connection.

The BrightSign units' HDMI output provides highest-quality playback: a key factor in their selection, according to the company's director of corporate television Chris Robinson. He comments: *"The display had to play video repeatedly in stunning high definition, be a hands-off operation, and recover quickly from power failures. We were attracted to BrightSign because of the inherent value. Plus, not having a PC to reboot after power outages means we are completely hands-off of the playback unit. Future scalability and remote operations seem very easy."*

Roku's full-size HD2000 model offers interactivity, zones display, native high-definition video decode, and networking options. It has high-definition still image modes and provides versatility and reliability, making it the ideal solution for in-store point-of-purchase displays, museum exhibits, digital signs and interactive kiosks.

### **About Roku**

Roku develops products and software for digital media delivery including digital signage. Roku BrightSign sets new standards for video quality, reliability, price, ease of use and interactivity for solid-state digital media players. In addition to the BrightSign HD2000, Roku offers the BrightSign HD600 model supporting standard definition video and interactivity options. Online information and purchasing of BrightSign units is available at [www.brightsign.biz](http://www.brightsign.biz). For sales inquiries, contact [sales@brightsign.biz](mailto:sales@brightsign.biz) or call +1(408) 852-9263.

### **About Harry & David**

Harry & David is one of the USA's premier direct marketing and e-commerce companies. With a long and distinguished company history Harry and David gourmet fruit and food gifts has been trusted by generations, not only for superior products, but for unparalleled customer service and impeccable guarantees. The company maintains operations in two locations: Medford, Oregon is the corporate headquarters. There is also a facility in Hebron, Ohio, and more than 130 Harry and David Stores throughout the country.

Further information is available by contacting Harry & David Television on +1 (541) 864-2067