

Roku Announces BrightSign Plug-and-Play, Networked Digital Sign Solution

BrightSign offers remote content delivery with its new networking feature, while remaining the industry's best low-cost, non-PC solid-state media player.

LAS VEGAS, NV February 27, 2008 - Today at the Digital Signage Expo, Roku announced its BrightSign plug-and-play networked digital sign solution. Targeted at mid-range signage deployments, BrightSign achieves the best price-performance levels in the industry. "By combining our innovative solid-state media players, industry standard web technologies, and Roku's Networked Sign Management software into a single integrated solution, BrightSign delivers unmatched reliability and robustness without complicated PCs" says Anthony Wood, Founder and CEO of Roku. BrightSign digital sign performance is maximized easily and inexpensively with networked content delivery to remote BrightSign units from a central, secure web server.

Lightweight non-PC HD2000 Player

The BrightSign HD2000 high-definition solid-state media player is designed to drive high-impact digital signs and kiosk displays in both stand-alone and networked environments. While individual BrightSign solutions require manual content updates via removable flash memory, networked BrightSign units support remote updates using an Internet connection. In networked mode BrightSign supports remote updates as well as two-way communication. By connecting BrightSign units to a network, targeted content such as media files, playlists and software updates can be delivered to installed units quickly and cost effectively without ever leaving the office.

Networking Groups

BrightSign supports the creation of multiple networking groups to deliver updates to specific sets of installed BrightSign units. In addition, the usage tracking data from a networked interactive kiosk can be uploaded to a central database for analysis. With a networked BrightSign solution, content stays fresh and digital sign performance is maximized – all from a remote location.

Display Zones

Another new feature for BrightSign is the addition of on-screen display zones which divides the display into windows. Each zone can be individually scheduled to playback particular content such as video, still images, clocks, and ticker widgets.

Security

BrightSign network connections are secured using high levels of industry standard encryption. Server and client authentication are also supported, to eliminate any hacking threats to your digital sign network.

Web Technologies

Our networking software leverages standard, open web-based technologies where possible, to provide lower cost deployment and operation. Content is hosted on a central web server and delivered using SSL and HTTP. The Roku provided software runs on the lightweight non-PC players and along side the web server to schedule deliveries and provide a web services UI. BrightScript files, playlists, state files or BrightSign software can be schedule to update at recurring intervals or on an as needed basis. The central web server itself can be hosted by the customer, or by Roku as an optional service.

The BrightSign networking software will be available for evaluation in the next 30 days for VARs and end-customers. Roku is launching and demonstrating this networking solution at the Digital Signage Expo at the Las Vegas Convention Center in Booth #373.

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 on the Roku web site at www.rokulabs.com/brightsign. For sales inquiries, contact brightsignalsales@rokulabs.com or call 1-888-600-7658.