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## BrightSign and ICOR International Systems Partner to Create Impressive Digital Signage in CLUB RED, South Florida's All-Inclusive Club Inside the BB&T Center

Companies Join Forces to Bring Sophisticated Entertainment to Exclusive New Club

LOS GATOS, CA – (February 26, 2013) – [BrightSign, LLC®](#), the market leader in digital signage players, today announced that it has teamed with ICOR International Systems to outfit a new lounge reserved for VIP members and their guests at the BB&T Center, home of the Florida Panthers located in Sunrise, Florida. [The BB&T CLUB RED VIP Luxury Lounge](#) highlights the growing trend among professional sporting venues of building sophisticated, refined lounges to entertain their most important fans and patrons.

“An installation of this magnitude has a high degree of complexity, therefore ease-of-use and reliability were vitally important as we evaluated which digital signage players would best suit the task,” said Bill Craig, vice president of ICOR International Systems. “In the end, BrightSign offered us a solution that was easy to deploy and support – the fact that the BrightSign units were so affordable was icing on the cake.”

The lounge itself encompasses 12,000 square feet. In total, approximately 50 screens are distributed throughout the lounge – flanking the bar, in various group seating areas, disguised behind stately picture frames and some even located in restroom areas. The screens are powered by a mix of BrightSign's HD220W and HD1020 networked sign controllers, mounted in an A/V rack with a 64-channel matrix switch. Management of the entire network is achieved with the use of BrightSign Network, a hosted digital signage network management tool available exclusively from BrightSign.

“With an untraditional roll-out such as this, we anticipate providing a fair amount of support as the venue gets up and running,” continued Craig. “Surprisingly enough, we fielded a few basic questions following installation and conducted a 30-minute training and we haven't heard a word since – in fact, they recently ordered more BrightSign units to implement in other common areas throughout the building. This speaks volumes about the simplicity and reliability of the BrightSign products we chose to install.”

Beyond the obvious goal of entertaining lounge members, the screens interspersed throughout the venue are also capable of delivering advertising and other promotional content on a very targeted basis. Content delivery is managed via an intuitive, touch-based control interface, enabling seamless delivery of advertising and cross-promotional material.

The lounge installation has been a resounding success for the ICOR International Systems/BrightSign team, setting a new standard for comfort and entertainment in sporting venue VIP lounges.

### **Pricing & Availability**

BrightSign players are available from the [BrightSign store](#). Models range from \$250 - \$700. Distributor pricing is available upon request. BrightSign's BrightAuthor software application runs on all late-model PCs and is included free of charge.

### **About BrightSign**

BrightSign, LLC is the market leader in digital signage players. Based in Los Gatos, California, the company develops products, software and networking solutions 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 US sales inquiries, please contact [sales@brightsign.biz](mailto:sales@brightsign.biz) or call +1-408-852-9263. For European sales inquiries, please email Pierre Gillet: [pgillet@brightsign.biz](mailto:pgillet@brightsign.biz) or call +44-1223-911842. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

### **About ICOR International Systems**

With over 40 years of experience in designing, installing and maintaining state-of-the-art audiovisual systems around the world, ICOR International Systems has earned a reputation for making technology work simply, reliably and effectively for their clients. With offices in Doral, Florida and Nassau, Bahamas, ICOR International is a world leader in innovative technologies. For more information about ICOR International Systems please visit [www.icorintl.com](http://www.icorintl.com).

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