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BrightSign Announces Collaboration with CNBC

Company's Digital Signage Media Players Deliver Background Content in Real Time at CNBC Studios

LOS GATOS, CA – (September 26, 2013) – [BrightSign, LLC®](#), the market leader in digital signage players, today announced that it was selected by CNBC to complete an integral component of its recent studio overhaul. The global leader in business news recently undertook a project to increase the flexibility of content delivery to screens immediately behind the news desk, and BrightSign figured prominently in the solution that was installed in late 2013.

“We’ve been looking at ways to streamline how we select and display content on the screens that serve as a backdrop to our on-air anchors and reporters,” said Lou Visconti, production technology specialist, CNBC. “Once I saw BrightSign’s app in action, I was excited to harness the app’s functionality to help us better manage and display background content.”

The monitors located behind the anchor desks at CNBC were underutilized, typically relegated to looping background content that wasn’t nearly as timely as the network’s real-time news programming. BrightSign developed a custom web page for CNBC to fully utilize these background monitors by offering greater control of the content being fed to the monitors, and giving staff the ability to switch content sources in real time to better reflect breaking news as it develops.

“We’re proud of our association with CNBC, and we are pleased that our products played such a vital role in the network’s latest studio renovation,” said Jeff Hastings, BrightSign’s CEO. “CNBC required technology that could scale and adapt to their specific use case, with reliable hardware to withstand the rigors of the studio environment – we delivered on both accounts and we couldn’t be more pleased with the end result.”

For full details, images and additional information about this installation, please [contact BrightSign](#) for its recently published case study detailing its collaboration with CNBC.

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. For US sales inquiries, please contact sales@brightsign.biz or call +1-408-852-9263. For European sales inquiries, please email Pierre Gillet: pgillet@brightsign.biz or call +44-1223-911842. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

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