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Western Union puts BrightSign in prime position in 40 German and Austrian branches

Cambridge, UK, ?? July 2013. The Western Union International Bank GmbH, a leader in payment services, is using 58 BrightSign XD solid-state digital signage players in a new installation which automates the display of exchange rates in its forty German and Austrian branches, and schedules advertising content onto the same screens. Western Union is the first European installation of the new PC-class BrightSign XD players to be announced.

According to Thomas Zraunig, Information Security Officer at Western Union International Bank GmbH who managed the project, "The primary objective of the BrightSign based digital signage system was to replace manually updated exchange rate signage in our branches. Exchange rates change about ten times per day, and our objective was to provide screens that would show the correct rate instantly and automatically as soon as the rate was changed in the Point of Sale system. Additional objectives were to improve our customer service, provide our branches with a more modern and up to date appearance and to use the same screens to promote other Western Union services."

Western Union underwent a detailed and thorough evaluation process before selecting the BrightSign players. "We needed to roll out the system fast, within just a few months, so the players needed to be exceptionally easy to set up, configure and program. Our IT department recommended that we specified solid state players to keep support issues to a minimum. Additional requirements were the ability to distribute content via the cloud, and to upload and distribute exchange rates from a text or XML file reliably and quickly. Only a small number of solid state players met all of these requirements, and out of these the BrightSign units stood out as delivering exceptional performance and functionality at a very

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affordable price. Our evaluation also looked at the amount of Internet bandwidth the updates used, and the BrightSign players led on this metric too.”

Western Union took delivery of and configured 58 BrightSign XD1230 players, created the content and rolled them out to all forty branches in just three and a half months. Thomas Zraunig configured and programmed the players personally using BrightAuthor, and said, “It took me just one day to test the players and arrive at the right configuration. We use the BrightSign Network to distribute exchange rates and advertising content to the players. The advertising displayed varies according to the region in which the branch is located. We schedule advertisements during the day, and in the evening when the branch closes the entire screen is devoted to advertising. Each branch has its own opening hours, and we are able to program the players to react accordingly.”

Thomas Zraunig believes that the return on investment on the system is excellent, taking all the costs into consideration. “Providing exchange rate information that is updated automatically and is always correct and aligned with the point of sale systems has saved our branch staff a huge and time-consuming task, and gives our corporate management the reassurance that we always provide customers with correct information. More importantly, the screens look fantastic, and reaction from our customers has been exceptionally positive.”

Western Union is a very forward-looking institution and Thomas Zraunig is already looking at harnessing the further capabilities of the BrightSign XD1230 players. “We’d like to offer our customers the opportunity to interact with the signage using touch screens,” he says. “This will allow us to provide new services and improve the customer experience. We are also getting a lot of interest from third parties interested in using the screens to deliver their advertising. Ultimately, we believe that the digital signage system can become self-funding.”

The players were delivered by xplace GmbH and supplied by German distributor COMM-TEC and drive NEC 40” HD LCD monitors.



About BrightSign XD players

The BrightSign XD series is the industry's first line of solid-state digital signage media players with PC-class performance. Solid-state players have always been more affordable and much more reliable than PC-based signage solutions, and now BrightSign XD delivers the features and capabilities of PC-based solutions as well. This includes the ability to display Live HDTV content from HDMI sources. A Clear QAM tuner is used to play closed-circuit TV broadcasts, and the HDMI input is used to play any broadcast content – even HDCP-protected content. All models include an advanced video decoding engine with superior scaling technology that delivers pristine 1080p60 video and supports 3D content. The video engine is capable of decoding two 1080p60 videos or several lower-resolution videos simultaneously. All models support HTML5, so content creators can use familiar development tools to create engaging content. In addition, BrightSign's usual touch-screen interactivity is enhanced with swipe/gesture control.

Western Union International Bank

Western Union International Bank GmbH was established in 2004 and its headquarters are located in Vienna, Austria. Through its European Union Banking Passport, Western Union International Bank has the license to operate in all European Union countries and is supervised by both the Austrian Financial Market Authority and the New York state Department of Financial Services. Western Union International Bank is a fully owned subsidiary of the Western Union Company, a leader in global money transfer, providing people and corporations with fast, reliable and convenient ways to move money for better around the world. It connects friends and families, so that wherever and whenever money is needed, it can be sent and received via fast and reliable ways. Western Union International Bank manages more than 40 dedicated locations in several European Union countries that offer a variety of products and services. In addition to our own bank branches, we also manage agent locations in all classes of trade.

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.

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