

BrightSign

UK Agency Contact: Peter van der Sluijs
Tel: +44 1296 628182
E: peter@neesham.co.uk

Germany Agency Contact: Viviane Baltzer
T: +49 (0)89 306688-66
E: Viviane.Baltzer@wickpr.de

41 Networked BrightSign Controllers Used for 4 City Models Highlighting Abu Dhabi Expansion Plans

Synchronised BrightSign Players Deliver Ultra-high Resolution Video to 36-ft. Screen, Overhead Monitors and Interactive 9- and 12-Screen Video Walls

Cambridge, UK, 25th January 2011. –[BrightSign](#) announced today that a total of 41 BrightSign solid-state controllers were used to deliver an exciting multimedia experience for the massive Abu Dhabi city model and 3 other related models at the recent Cityscape Abu Dhabi 2010 exhibition.

Measuring 43' x 13' (23m x 17m), the Abu Dhabi model uses 20 synchronised BrightSign media players to illustrate the government Urban Planning Council's (UPC's) vision of what the capital of the United Arab Emirates (UAE) will look like in 2030.

At a scale of 1:2000 to show significant details of existing landmarks, standard resolution images spread over such a large area would have looked extremely pixilated, so ultra-high resolution movie masters were created. The footage was then subdivided into 16 1024 x 768 pixel rectangles delivered to 16 ceiling-mounted projectors by 16 separate BrightSign HD210 media players running in sync. Three more BrightSign HD210 players provided the video images for the custom-made, 36-ft. screen at one end of the model, and a BrightSign HD1010 player delivered the sound tracks in English and Arabic and was designated as the master to the other players which were synchronised.

Designed and installed by London-based visual communication specialist GHA Group, the technology for the displays that bring the model to life was the culmination of more than two years of development work.

According to Roddy Gye, Managing Director of GHA, a solid-state BrightSign network-enabled HD1010 was selected as the master player and 19 HD210s as slaves because they were easy to synchronise. With no moving parts to fail, the players performed faultlessly throughout the exhibition, as expected. The BrightSign controllers were supplied by UK distributor Pixels UK Ltd. which wrote and supplied network synchronisation and control program scripts for the BrightSign players.

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GHA also engineered BrightSign-driven multimedia systems for three other Abu Dhabi models at the exhibit. [Sorouh Real Estate, UAE's leading property developer](#), featured a horizontal twelve-screen video wall which acted as the base for an architectural model of the new Lulu Island Resort off the coast of Abu Dhabi. For the display, 12 synchronised BrightSign media players ran a series of ultra-high resolution programs, each triggered by innovative invisible touch buttons built into the model surround. The [TDIC](#), a master developer of major tourism destinations in Abu Dhabi, included two models in its stand which also incorporated video walls. Here, a total of nine BrightSign media players were used to deliver synchronised HD video to nine borderless monitors.

About BrightSign Controllers

BrightSign's HD210 and HD1010 sign controllers are turnkey solid-state devices that provide increased reliability and lower operating costs. Both of the PC-less players deliver simple looping playback of pristine, full HD video, images and audio as well as networking for remote content updates. Both models also have an Ethernet port which allows users to synchronise multiple screens for video wall applications. The HD1010 adds advanced interactivity with support for buttons, touch screens, LEDs, motion sensors and any GPIO or USB device. A complete set of optional accessories is also available for adding extra A/V and control ports to the HD1010, as well as live video playback. BrightSign's HD210w and HD1010w controllers feature built-in Wi-Fi (802.11a/b/g/n) capabilities and can be connected to a wireless network without having to install cabling or an adaptor.

[BrightAuthor](#), a powerful PC-based application, is included free of charge with all BrightSign players, features intuitive templates and tools for creating, updating, managing and monitoring digital signage displays.

Availability, Pricing

BrightSign solid-state HD players and kiosk controllers are available from the [BrightSign Store](#) with prices of US\$399.99 for the HD210 network-enabled looping digital sign player and US\$649.99 for the HD1010 network-enabled interactive digital sign and kiosk controller. BrightAuthor 2.0 software, the central interface for BrightSign digital signage displays, is included free of charge and runs on a standard Windows PC running XP or Vista and Windows 7.

About GHA Group

GHA Group is one of London's most experienced full-service audio visual communications companies. Leveraging 35 years of experience, the company provides a full range of services to a wide spectrum of clients in the commercial, public and voluntary sectors. Today, the company's expertise ranges from event staging, design and Installation of presentation systems and video and

BrightSign

Multimedia Production to Audio Visual Equipment Rentals. With a client roster that includes Sony, Windsor Castle, Westminster Abbey and a massive public display in the United Arab Emirates, GHA relishes complex technical challenges that require creativity as well as technical savvy. For more information, visit <http://www.ghagroup.co.uk/>.

About Pixels UK Ltd

Pixels specialises in the provision of digital high-definition and standard media player, decoder, encoder and visual display technology for professional AV, specialised digital signage, presentation, radio and information display applications. The team of industry professionals has extensive experience in digital video and computer display technologies. For more information, visit <http://www.pixels.uk.com>.

About BrightSign

BrightSign, LLC, based in Saratoga, California, develops products and software 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 sales inquiries, please contact sales@brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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For European sales inquiries, please email Pierre Gillet: pgillet@brightsign.biz.

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