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BrightSign powers the screens at top fashion brands

December 2013. BrightSign, the market leader in digital signage players, has today announced growing success in the design and delivery of digital signage window promotions for top fashion brands worldwide.

Stella McCartney, one of the world's best known fashion brands commissioned Freehand to realise and supply content for an 'arrows' based window installation, based on BrightSign players. The promotion was installed in 14 Stella McCartney stores worldwide, in London, the USA, continental Europe and Asia. Players for locations in Europe were installed by Freehand and supplied by BrightSign distributor Pixels.

Freehand uses BrightSign players for these applications as they are exceptionally reliable and very compact. The units could be comfortably concealed within the arrow features of the display, and were synchronised wirelessly eliminating the need for unsightly network cables.

About Freehand

Freehand Limited was established in 1986 by Chris Wright providing high-end "computer-graphic based solutions for graphic design. Over the past 26 years our product range and focus has changed dramatically as Freehand is always at the "bleeding" edge of technology. The company has gone from strength to strength, driven by technical insight and the desire to deliver high-value solutions which achieve optimum results for our clients. For more information, please visit: <http://www.freehand.co.uk/>

About Pixels

Pixels specialises in supplying HD and standard definition digital media players and visual display technology for the digital signage, professional AV, presentation, broadcast and information display markets. Pixels is an authorised distributor for BrightSign and has been supplying and supporting BrightSign's products to the UK and European markets since 2009.

BrightSign®

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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 <https://www.facebook.com/BrightSignLLC>.

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Key Facts: (for the BrightSign website only)

Industry: premium retail

Stella McCartney Locations:

- Flagship stores: Bruton Street, Brompton Cross, London
- USA: New York, Miami, Los Angeles, Las Vegas, Dallas
- Europe: Paris, Barcelona, Milan, Rome,
- Asia: Shanghai, Beijing, Tokyo

Integrator: Freehand

Distributor: Pixels

Project: storefront in premier fashion store

Installation:

- 40 screens in 14 Stella McCartney stores worldwide
- One BrightSign XD230 player with Wi-Fi module used with each screen
- Up to ten players synchronised wirelessly to achieve a ticker effect