BrightBeacon™

ENABLING HIGHLY TARGETED AUDIENCE ENGAGEMENT WITH BI-DIRECTIONAL COMMUNICATION BETWEEN BRIGHTSIGN DIGITAL SIGNAGE AND MOBILE DEVICES

BrightBeacon improves the overall digital signage experience by increasing audience engagement and creating a highly targeted, personal experience on two screens. Using Bluetooth Low Energy (BLE) and beacon technologies, 2-way communication between BrightSign digital signage and mobile devices is achieved and allows for the delivery of highly targeted promotions based on location as well the ability to control digital signage playback from a mobile device. The BrightSign player requires the wireless/Bluetooth module in order to implement BrightBeacon features and capabilities into BrightSign presentations.

BrightBeacon Benefits

Unique, personal experiences with digital signage and mobile devices can be created for virtually any application

- Increase traffic to digital sign locations
- Product promotions and coupons delivered in-store
- Consumer controlled digital signage for product demonstrations, sales information and more
- Informative messaging for transportation, medical and educational applications
- Personal welcome messages in corporate and hospitality lobbies
- Interactive exhibits/kiosks in museums, attractions & entertainment

BrightBeacon Features

- Integrated BLE beacon technology available on all BrightSign Series 3 players which is used to promote mobile engagement (requires the wireless/Bluetooth module.)
- Offers dual screen exposure on both large digital signage screen and mobile device display
- Delivers location-based mobile engagement to deliver highly targeted content based on proximity to the beacon – no batteries required
- Supports 2-way communication between mobile devices and digital signage allowing a mobile device to control digital sign playback
- Offers remotely programmable solution with multiple beacon UUIDs supported
- Works with the BrightBeacon development application template and can be integrated with 3rd party apps.
  - BrightBeacon development application template: https://github.com/brightsign/brightsign-ble-commands
- Requires BrightSign players to have the optional Wireless/Bluetooth module installed or a USB BLE 4.0 dongle & a mobile application that supports BLE beacons
  - For 2-way communication, a secondary beacon is required