

# BrightLink

## TOUCHLESS PHONE ASSISTED ENGAGEMENT

BrightLink delivers touchless interactivity for any digital signage application by enabling users to link to and control digital signs with their mobile phone. A quick QR code scan with a linked phone gives users the ability to control the experience. There are two different ways you can implement engagement. One-way engagement makes a phone the digital sign and the screen is optional. Two-way engagement turns your phone into a remote control to safely engage with interactive signage. BrightLink uses proven BrightSign technology that can easily be deployed for new and existing installations. All it takes is a BrightSign player with an installed wireless module - no internet or installed app is required. With BrightLink, any market vertical can deliver hygienic engagement and create a safe environment for all to enjoy.



## Features & Benefits

- Delivers phone assisted engagement for touchless interactivity with a quick scan of a QR code – no app needed
- Links any phone to your signage for touchless engagement without an internet connection
- Displays your content in a linked phone's browser, making it your interactive digital sign
- Provides an affordable, turnkey solution using a BrightSign player with an installed wireless module
- Uses proven BrightSign technology that can easily be deployed for new and existing installations with confidence

## One-way engagement

Makes your phone the digital sign – screen is optional.

- Easily displays your image or HTML content on a personal phone's browser with a quick QR code scan
- Supports a multitude of users linked to a single BrightSign player to distribute your content
- Offers an Admin Portal to easily update content displayed on a user's phone.
- Does NOT require an internet connection, an app or even a display
- Ideal for applications such as



- Event listings and maps of your space from museums to malls, public buildings & beyond
- Contact directories for visitors
- Product specs & service information
- Distribute coupons, offers & discounts

## Two-way engagement

Turns a personal phone into a remote control to actively control the playback of a display or kiosk

- Gives a linked phone the controls with a quick scan of a QR code without an app or an internet connection
- Plays custom HTML content in a phone's browser with an interactive interface to remotely control the display
- Optionally provides links to online opt-in programs & buy now sites using the phone's cell service
- Links to a single phone at any one time with configurable & automatic disconnection options
- Ideal for applications such as
- Touchless retail interactive product selectors & demos
- Responsive retail inventory signage to instantly update content to let customers know what's in stock
- Hands-free interactive corporate directory & wayfinders
- Contact-less engagement for museum exhibits and kiosks for transportation, hotels, healthcare & more



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