

BrightSign®

The purpose-built digital signage platform trusted by the world's most demanding brands.

BRIGHTSIGN EMPOWERS BUSINESSES to attract, engage, and captivate audiences by bringing visual content and experiences to life. BrightSign's media players are the brain of a digital signage system. They manage content, integrate peripherals, and ensure the right content plays at the right time to deliver immersive experiences.



High Quality Experiences

Deliver vibrant visuals to build impactful experiences for stores, healthcare, transportation, restaurants, and more



Wayfinding & Kiosks

Guide audiences and support self-service with responsive, always-on interactive displays, whether indoor or outdoor.



Interactive and Intelligent Demos

Engage audiences with touch, sensors, and enabled intelligent, real data-driven experiences.



Multi-Screen & Video Walls

Coordinate multiple displays with unified messaging or unique content per screen.

Purpose-Built Players for Every Environment

From entry-level playback to advanced video, graphics, or interactivity, BrightSign's player portfolio scales to fit any deployment and powered by the same reliable, secure BrightSignOS™ foundation.



AU5 (AU335)

Precision audio. Simplified.

- High-fidelity audio with support for lossless audio and Dolby Atmos



LS5 (LS425, LS445)

Reliable and simple digital signage.

- Cost-effective performance for reliable playback of full HD or 4K video



HD6 (HD226, HD1026)

4K signage performance with expanded interactivity.

- Vivid 4K video playback with 10-bit HDR support



XD6 (XD236, XD1036)

High-performance 4K experiences, deployed anywhere.

- Advanced 4K video and 4K graphics with Power over Ethernet (PoE+) for simplified installation and flexible placement



XT5 (XT245, XT1145, XT2145)

Powering advanced, future-proof signage from a single device.

- Deliver sophisticated visual experiences via 8K video and 4K graphics with Power over Ethernet (PoE+) for simplified installation and flexible placement

The BrightSign Advantage



RELIABLE

Engineered for continuous operation and always-on performance you can trust.



FLEXIBLE

Supports 200+ CMS partners, open APIs, and built to be adaptable.



SECURE

Security is embedded at every layer. Including secure boot, and a small attack footprint.



SUPERIOR

Deliver stunning visuals with industry-leading 4K/8K video and 4K graphics.



VALUE

Lower total cost of ownership with durable hardware and a 5-year warranty.*



SUSTAINABLE

Energy-efficient hardware, intelligent display control, and remote management.

BrightSign Built-In

BrightSign Built-In combines premium commercial-grade displays with the power of BrightSign’s System-on-a-Chip (SoC) solution, eliminating the need for an external media player.

HS5 (HS125, HS145)

BrightSign’s System-on-a-Chip solution

- Seamlessly embed into small and large format displays with Full HD or 4K options

XS6 (XS156)

BrightSign’s highest-performing System-on-a-Chip solution

- Seamlessly embed into small and large format displays with Full HD or 4K 60Hz video and 4K graphics

Meet Our BrightSign Built-In Partners



Digital Signage Services

DEVICE MANAGEMENT		CONTENT MANAGEMENT	
BrightSign® CONTROL	BrightSign® CONTROL PLUS	BrightSign® AUTHOR	BrightSign® AUTHOR PLUS
FREE BrightSign’s cloud-based device management solution enables setup, monitoring, and control of BrightSign players. Manage players via an easy-to-use, intuitive interface at no additional cost.	PAID BrightSign’s premium tier cloud-based management service delivers bulk fleet management, remote diagnostics and updates, an AI-powered assistant, and centralized scheduling at scale. Manage entire digital signage fleets via an easy-to-use interface that includes dashboards, action scheduling, reports, and more.	FREE BrightSign’s free local content management and publishing solution allows users to easily create presentations, publish content, and subscribe to services like BrightSign Author Plus or a partner CMS.	PAID BrightSign’s cloud-based CMS solution designed to deliver scalable, centralized content management for digital signage networks – no matter where you are.

BrightSignOS™

Each of our players uses BrightSignOS, a purpose-built operating system designed exclusively for digital signage, delivering unmatched reliability, security, and performance for always-on environments. Unlike general-purpose operating systems, it is engineered to support dedicated, long-term, and consistent signage experiences at scale.

Intelligent Signage with AI at the Edge

All BrightSign Series 5 and 6 players are built AI-ready out of the box, equipped with integrated Neural Processing Units (NPUs) designed to allow our players to run AI models on device and without compromising video or audio performance.



Support

Every BrightSign player purchase includes access to our support team including unlimited free email support and free downloads/updates for BrightSign Author and BrightSignOS, plus developer resources.

Premium support options for faster response include call back within the next business day or priority call back within 4 business hours.

*Warranty program applies to Series 5 players and beyond purchased from BrightSign after January 1, 2025. Warranty program does not apply to accessories. Learn more at <https://www.brightsign.biz/brightsign-players/warranty/>.