

BrightSign Digital Sign & Kiosk Controllers

LIMITLESS POSSIBILITIES FOR EXCEPTIONAL DIGITAL SIGNS.



COMPLETE PRODUCT LINE



Limitless Possibilities for Exceptional Digital Signs.

Striking a chord with potential customers today requires innovation and vibrancy — the kind of engaging, interactive content only digital signage can offer. BrightSign digital sign and kiosk controllers are the ideal platform to communicate quickly and clearly with content that is dynamic and engaging.

The new BrightSign product line offers a wide range of solutions and prices, each tailored to meet the requirements of a specific category of digital signage. All our models are physically compact, making them easy to place out of sight. In addition, all deliver full HD-quality content for vibrant, high-impact, sharp and colorful displays. From simple looping playlists to all-inclusive interactive and networked solutions, BrightSign has a model for you.

All BrightSign models offer their astonishing HD quality from a reliable, easy-to-use, solid state platform. All provide simple looping video or stills, zones and text ticker capabilities. Our more sophisticated models add interactivity and control, synchronization and networking capabilities. With BrightSign, there is no simpler way to improve sales, boost your brand or deliver an unforgettable message to any audience.

BrightSign Complete Product Lineup

LOOPING



BrightSign® | HD110

INTERACTIVE



BrightSign® | HD410



BrightSign® | HD810

NETWORKED



BrightSign® | HD210



BrightSign® | HD1010



BrightSign® | HD210w



BrightSign® | HD1010w

PORTABLE



BrightSign® | TD1012

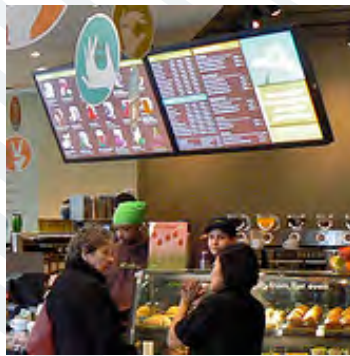
A BrightSign Unit For Any Application

BrightSign offers a wide range of affordable and reliable digital sign controllers for any application.



RETAIL BRANDING

Unique video wall applications, such as this synchronized seven screen arch, delivers strong and vibrant retail branding.



MENU BOARDS

Easily update product offerings and prices with BrightSign Networking.



MUSEUM EXHIBITS

Touch screen interactivity and vibrant content bring museum exhibits to life. The BrightSign controller (inset) easily fits within the exhibit itself.



LOBBY SIGNAGE

From hospitality, finance, healthcare and beyond, simple looping digital signs deliver your messages with ease and style.



RETAIL MERCHANDISING

Promote sales and merchandise directly where it is most needed with portable, battery operated digital signage that updates content wirelessly.

EASY TO USE

BrightSign truly makes deploying digital signs a breeze. Everything you need is included - the hardware, the software and the networking capabilities.

You provide the content files in industry standard media formats you're already familiar with. Then use the included BrightAuthor PC application to create your presentation and publish it.



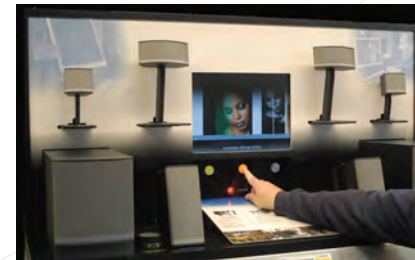
ASTONISHING FULL HD QUALITY

Every one of the compact BrightSign models support full HD at 1080p resolutions, the most current standards for today's media. Output can be via HDMI, component or VGA. BrightSign uses advanced video decoding engines and scaling hardware to supply superior video quality to any display or touch screen. All of this is available at a fraction of the cost of alternative, PC-based solutions.



INTERACTIVITY AND CONTROL

Move beyond the realm of basic looping displays and engage your audience through interactive controls such as buttons, touch screens, LEDs, serial ports, USB devices and more. You can even control screen functions through the HDMI cable with the new BrightControl feature which is included on every model. Plus, internal memory can be used to track and capture usage statistics to better understand how users are interacting with the display.



RELIABLE, SOLID STATE PLATFORM

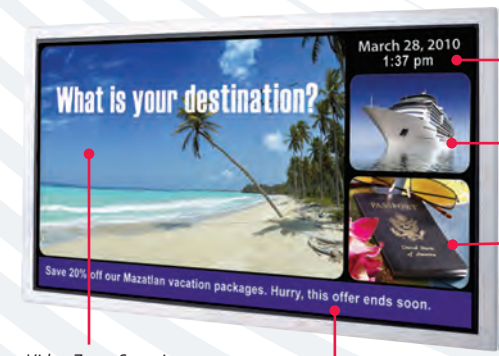
BrightSign products are designed specifically for digital signage applications. They are built from the ground up for high reliability and contain no failure-prone moving parts. Our software runs on a slim, robust operating system designed to deliver your message - not run a suite of PC applications. With BrightSign, failures due to PC instability are a thing of the past.

But regardless of equipment reliability, problems can arise. To counter the challenges of the real world, BrightSign has multiple recover features built-in. From software restore modes to failed network auto-recovery mode, we've planned for the contingencies and handle them in stride.

Free BrightAuthor Software Makes Creating and Publishing Presentations Simple

The included BrightAuthor PC Application takes the guess work out of creating and publishing presentations. Using a visual-based interface, it provides intuitive templates and tools to build Looping and Interactive Playlists for both full screen and multi-zone screen layouts. It even supports synchronization of content between zones or across multiple displays to create cohesive and impressive presentations. When ready to publish a presentation, BrightAuthor offers an intuitive calendar tool to add day-parting and to schedule playback. Dependable playback is ensured by automatic publishing directly to an SD/memory card or to a networked location of your choice.

ZONES



Video Zone: Superior HD quality video

Ticker Zone: Scrolling text or RSS feeds

Clock Zone: Real-time clock & date display

Image Zones: Looping HD images with stylish transitions
Custom Themes: Support any TrueType™ font & background image



SYNCHRONIZATION

Create a unique wall of linked and synchronized displays.

- Synchronize using Ethernet
- Create synchronized playlists with BrightAuthor
- Assign one BrightSign unit as a "master" and the others as "slaves"
- Create video walls
- Design content that moves from screen to screen

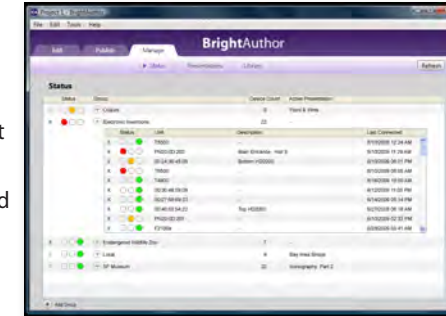
Floor-projected aerial image uses 60 synchronized BrightSign controllers

A sophisticated public art exhibit thrilled visitors at the International Triennial Apeldoorn Festival in the Netherlands. Using 60 synchronized controllers, the display cycled through 10 different aerial views of the Netherlands and complemented a video wall of corresponding landscapes driven by three additional BrightSign controllers.



Versatile Networking Options

BrightSign offers multiple networking options that make delivering remote content to one or one hundred units a breeze. Our sophisticated networking options offer convenient remote content updates and the ability to playback network delivered content. From our free basic networking options to our all-inclusive hosted networking solution, BrightSign makes networking easy and affordable for any situation.

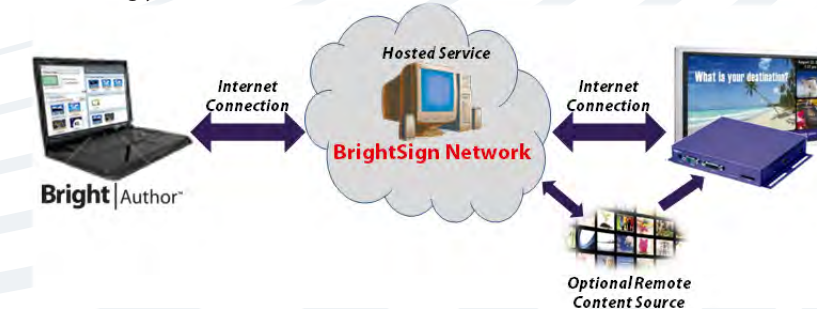


FREE BRIGHTSIGN NETWORKING SOLUTIONS

Our simplest BrightSign networking solutions are ideal for basic, low-maintenance situations where simplicity is key. Through our easy-to-use BrightAuthor PC application, you'll be able to network your remote units either over the Internet or on a local area network. Then you can easily send files and updates to your remote BrightSign controllers. Best of all, this option is free.

BRIGHTSIGN NETWORK

BrightSign Network is an affordable and scalable hosted networking service appropriate for both small and large networks alike. It provides a complete network solution with security, network monitoring, advanced scheduling and reporting. BrightSign Network also includes an intuitive user interface within the BrightAuthor PC application for managing and maintaining your network with ease.



Models At A Glance

PORTABLE TABLE-TOP SIGN SOLUTION

Place digital signage where it is most needed with this quality, freestanding portable display tower. The all-inclusive BrightSign TD1012 doesn't require a PC, external power or wiring. It runs for more than 12 hours on rechargeable batteries, includes a portrait 12.1" high resolution screen for looping content playback and supports wireless networking.

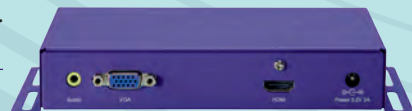


PLAYLIST PLAYBACK SOLUTION

For simple looping video playback, the HD110 is the model for you. Easy-to-use playlists created using BrightAuthor tell BrightSign how to play back your content. Zones enable you to display multiple rich and vibrant content files on a single screen. Content updates are performed simply by inserting an SD memory card containing the new content.

HD110

- True HD video
- HDMI and VGA connectivity
- BrightAuthor PC application
- Playlist support and looping media
- Zones with support for video, images and text tickers
- Compact and easily mounted
- Aggressively priced



CUSTOM INTERACTIVITY SOLUTIONS

BrightSign is the leader in delivering interactivity with simplicity and ease. We offer two models designed specifically for stand-alone interactivity. Their capabilities range from supporting basic GPIO (general purpose inputs and outputs) buttons and serial control devices to advanced interactivity using touch screen USB devices, depending on your needs.

HD410

Offers all the features of the HD110 and adds:

- Interactive playlist support via BrightAuthor
- GPIO and serial ports for interactivity and control:
 - Button inputs
 - Projectors
 - Show controllers such as AMX® and Crestron®
 - Lighting controls
 - Motion sensors



HD810

Offers all the features of the HD410 and adds:

- Component video support
- Additional audio and GPIO controls via Expansion Module
- USB device support including touch screens, USB speakers, barcode scanners and more
- Real-time clock for content playback scheduling
- Live video playback via the Live Video Module
- USB dongle content update support



NETWORKED SOLUTIONS

BrightSign networking solutions deliver remote content to installed units quickly and easily without ever leaving the office. Support for reporting, scheduling, network management and synchronization are also provided.

All of the networking models support the following networking and Ethernet features:

- Ethernet synchronization for multi-screen video wall applications
- Remote content updates via BrightAuthor
- Networked content delivery such as RSS feeds and more
- Free simple and local networking solutions
- BrightSign Network hosted service:
 - Group networking for targeted content updates
 - World class security, redundancy and fail-safe modes
 - Real-time reporting for ad playback confirmations

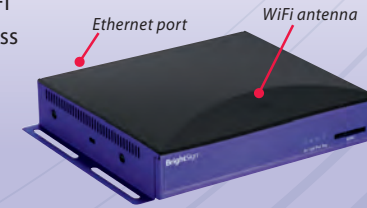
HD210

The HD210 is the right choice for simple looping playback applications that require remote content updates through an Ethernet network connection.



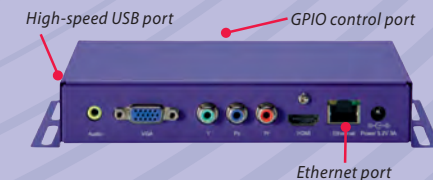
HD210w

The HD210w offers all the features of the HD210 while providing flexibility in selecting your preferred network connection method - Ethernet or wireless. The built-in WiFi antenna lets you connect to a wireless network without having to install an adaptor or cabling and supports 802.11a/b/g/n protocols.



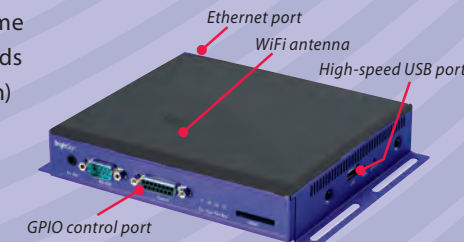
HD1010

The HD1010 is an all-inclusive BrightSign solution and provides all the features and capabilities of each model and adds Ethernet networking and synchronization. It is the go to model for both looping playback and advanced interactive applications.



HD1010w

The HD1010w offers all the same features of the HD1010 and adds built-in wireless (802.11a/b/g/n) networking so that only a simple power connection is required to run it and can get content updates remotely.



MODEL COMPARISON

FEATURES	HD110	HD210 and HD210w	HD410	HD810	HD1010 and HD1010w
PRODUCT POSITIONING	High-definition looping full-screen & zones player	High-definition looping full-scrren & zones player with networking	High-definition player with button interactivity	High-definition player with full interactivity & A/V options	High-definition player with full interactivity, A/V options & networking
Dimensions (does not include mounting brackets or connectors)	168mm (W) x 149mm (D) x 30mm (H) or 6.6" (W) x 5.9" (D) x 1.2" (H) Note: Wireless models have height of 42.2mm or 1.7"				
Weight	630 grams or 20.3 oz				
Power	5V / 3.0A				
Multi-Country Power Supply & Regulatory Approvals	X	X	X	X	X
Built-in Wall Mounting Brackets	X	X	X	X	X
1 Year Warranty, Parts and Labor	X	X	X	X	X
MEDIA FORMATS					
Video: MPEG-2, H.264/MPEG-4 part 10	X	X	X	X	X
Images: BMP, JPEG, PNG	X	X	X	X	X
Audio: MP3 & AAC	X	X	X	(SPDIF AC3 5.1 pass through via Expansion Module)	(SPDIF AC3 5.1 pass through via Expansion Module)
DISPLAY RESOLUTIONS					
1080p (via HDMI only)	X	X	X	X	X
1080i, 720p, 576p, 480p (HDMI)	X	X	X	HDMI & Component	HDMI & Component
HDMI & VGA: 1360x768, 1024x768, 800x600, 540x480 (VGA only)	X	X	X	X	X
CONNECTORS					
SDHC Slot	X	X	X	X	X
VGA Out	X	X	X	X	X
Component Video Out				X	X
HDMI Out (DVI via adaptor)	X	X	X	X	X
GPIO Control Port (8 bi-directional)			X	X	X
RS232			X	X	X
5V Serial Mini Jack			X	X	X
Reset Button				X	X
USB High-Speed Host Port				X	X
Ethernet 10/100		X			X
Analog Stereo Audio Out (stereo 1/8" jack line level)	X	X	X	X	X
LEDs: Error, Update, Power, Busy	X	X	X	X	X

BrightSign Complete Product Lineup

FEATURES	HD110	HD210 and HD210w	HD410	HD810	HD1010 and HD1010w
Looping Playlist Support	X	X	X	X	X
Basic Interactivity via GPIO Port for Buttons, LEDs, etc.			X	X	X
Usage Statistics	X	X	X	X	X
Advanced Interactivity (supports buttons, touch screens, LEDs, GPIOs, serial devices and any USB device such as speakers, keyboards, mice, barcode scanners and more)				X	X
Real Time Clock with SuperCap				X	X
Playback Scheduling		X		X	X
Synchronization (multiple-display synchronization for video walls)		X (Ethernet)			X (Ethernet)
Zones (multiple content windows displayed on single screen)	X	X	X	X	X
Text Ticker Feed and Subtitles	X	X	X	X	X
RSS Feeds		X			X
Ethernet Networking Support (HD210w &HD1010w add support for WiFi 802.11a/b/g/n)		X			X
Secure USB Thumb Drive Content Update				X	X
ACCESSORIES					
Expansion Module (see below)				X	X
Live Video Module (see below)				X	X
Capacitive Touch USB Button Panels (4-button & 11-button)				X	X

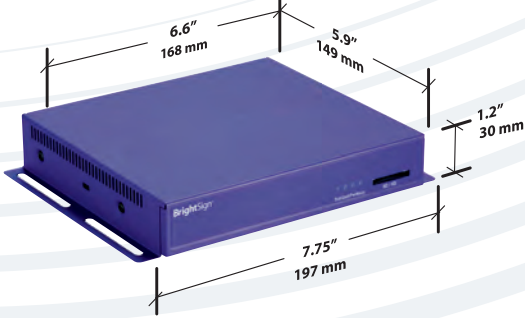
Expansion Module

- Provides additional audio and headphone ports
- Connects via USB to BrightSign
- Includes 2 additional USB host ports, 18 bi-directional GPIOs, optical SPDIF output, DIP switch, 3 analog stereo audio outputs (each is switchable between line level and headphone output)
- Can be powered by BrightSign, or by an external power supply

Live Video Module

- Provides a live Standard-Def TV video feed to BrightSign for display
- Connects via USB to BrightSign

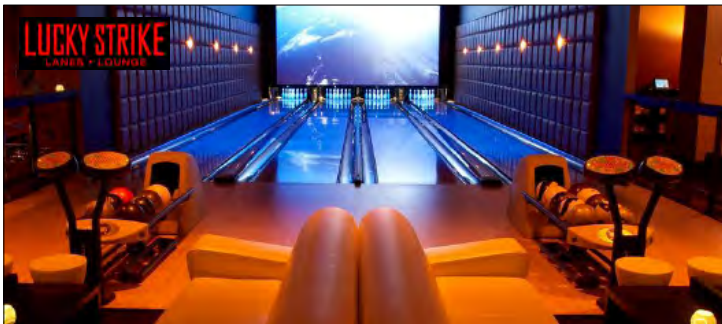
Note: HD210w and HD1010w have height of 42.2mm or 1.7"



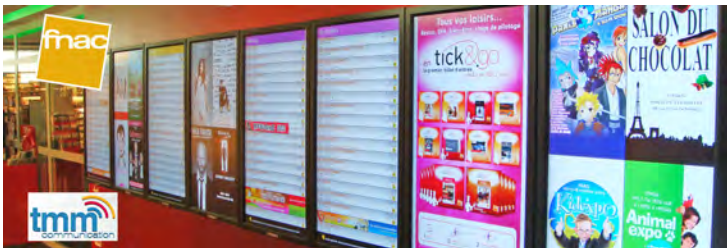
BrightSign TD1012

- Built-in solid-state media player
- Looping playback of videos and images
- 12.1" high resolution portrait screen
- Battery life of at least 12 hrs
- SD or USB card slot for content storage
- Wi-Fi networking support 802.11 a/b/g/n
- Custom paint colors optional
- Rear power switch and adaptor plug
- Includes power adaptor
- Dimensions: 10.5 x 19.9 x 9.9" or 266.7 x 505.5 x251.5mm (wxhxd)
- Weight: 25 lbs / 11.5kg





ITMIS selected BrightSign with networking to deliver art and advertising to numerous Lucky Strike upscale bowling alleys across the nation. According to ITMIS CEO Thomas Martino, "We selected BrightSign specifically because it's so easy to install, configure and extend. The outstanding video quality was also a key factor; as was the intuitive BrightSign Network Manager solution for remote content management."



TMM Communication has implemented one of the largest retail digital sign networks in Europe. Over a thousand BrightSign units are deployed in FNAC retail stores, a leading chain of cultural and technology products. "BrightSign's reliable and feature-rich digital sign controllers are ideal for system integrators to offer affordable, yet powerful digital sign solutions," says Michel Baronnier, CEO of TMM Communication.



"BrightSign provides video quality comparable to more expensive and complicated solutions, but with much greater reliability. The affordability and interactive capabilities of these units has enabled us to install more video, touch walls, levers – even motion sensors – into our exhibits than ever before," says Paul Cain, EIA, Technical Coordinator for Monterey Bay Aquarium.

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