# THE BRIGHTSIGN RETAIL EXPERIENCE

## from the global market leader in digital signage players

*August 2015 Edition*

# AGENDA

**Reliable solutions. Infinite possibilities. Continual advancements.**

- Why BrightSign?
  - ✦ Total signage solution: products, software and services
  - ✦ CMS partners
- Reach and engage your customer
  - ✦ BrightSign features
  - ✦ Technology partner solutions
- Future proof your investment
  - ✦ Upcoming releases
- Case Studies

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![BrightSign logo and product lineup with video wall display]
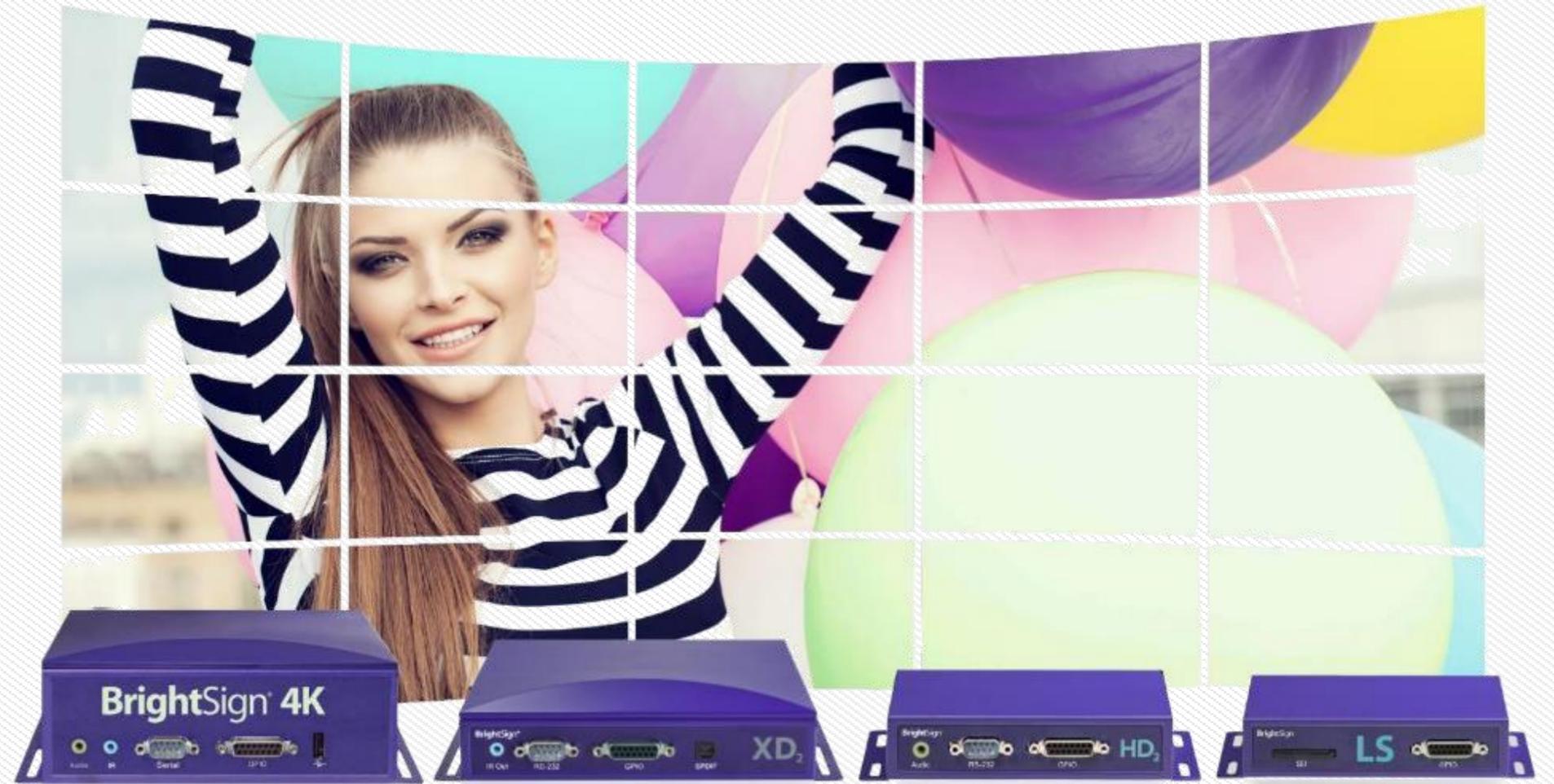
# WHY BRIGHTSIGN?

**The total signage solution delivering the highest reliability**

# BRIGHTSIGN IS THE RIGHT CHOICE

## Everything you need for sophisticated digital signage
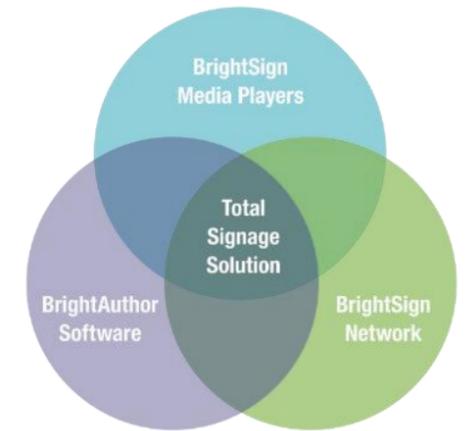
- **Digital Signage Players**
  - ✦ Powerful performance, solid-state, high reliability, non-PC
  - ✦ Built for digital signage with open standards to easily integrate new and partner technologies
- **BrightAuthor Software & Features**
  - ✦ Free, easy to use, sophisticated features
- **Networking Options**
  - ✦ From free solutions to our secure, scalable cloud-based BrightSign Network
  - ✦ Integration with numerous CMS solution providers
  - ✦ Network features of Remote Snapshot and the BrightSign App help you view & update your signage
- **The BrightSign Advantage**
  - ✦ Extremely reliable, less than 0.25% failure rate
  - ✦ Affordable, green solution with no hidden fees and little to no maintenance
  - ✦ Scalable for any size implementation

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# MORE THAN JUST A MEDIA PLAYER

**Models are packaged for specific applications - pay only for the features you need**

| Audio Distribution | Low Cost Entry-Level | | Networked Basic Interactive | Networked Multi-Control Interactive | Networked Multi-Control Interactive with Live TV |
|---|---|---|---|---|---|
| | | | HD222 | HD1022 | XD1132 |
| LS322 | LS422 | | XD232 | XD1032 | 4K1142 |
| | | | 4K242 | 4K1042 | |
| $200 | $250 | | $350 - $600 | $500 - $700 | $650 - $850 |
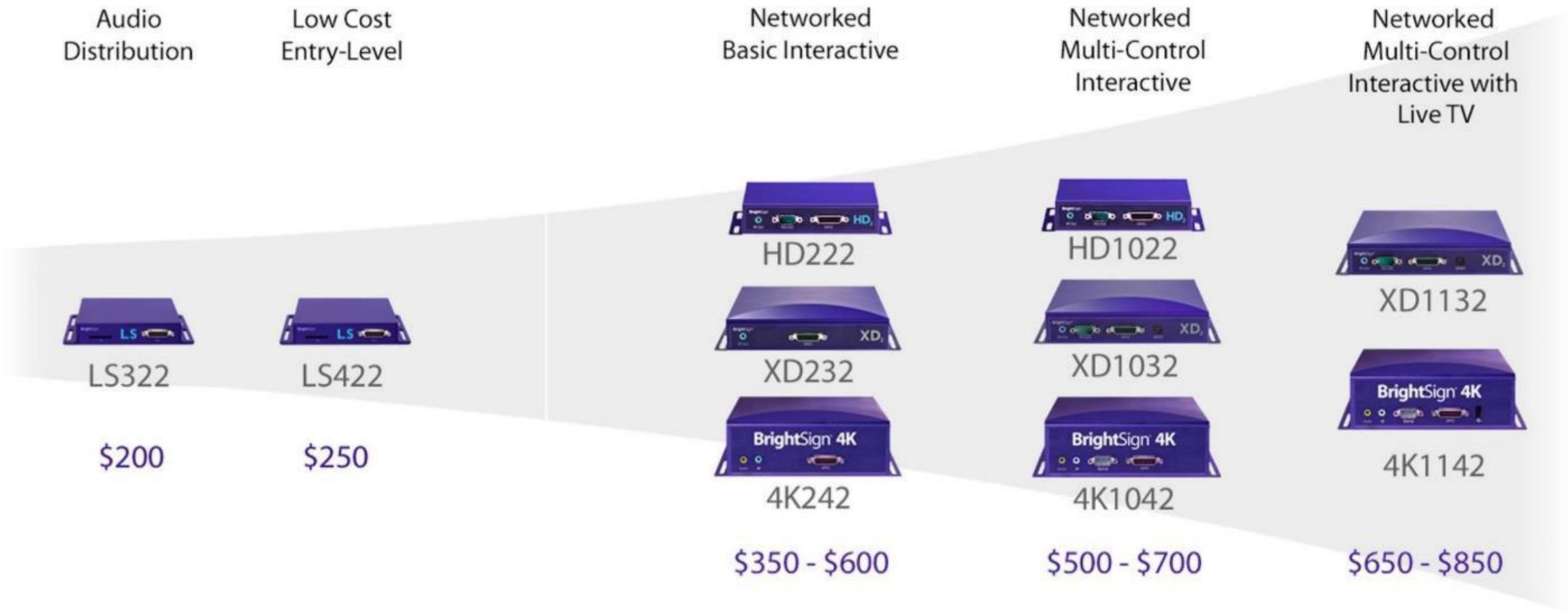
# NEW BRIGHTSIGN PRODUCT LINES

## Upgraded product lines. Advanced capabilities.

**Commercial audio distribution & basic entry-level player**

**HTML5 support, 1080p60 decode, remote snapshot**

**PoE+, faster graphics & HTML5 engine, 1080p60 dual decode, Live TV**

**Unsurpassed power and HTML5 performance, mSATA, and true 4Kp60 & H.265 playback**

- Choose BrightSign 4K for its powerful performance, high quality and efficient H.265 support and to future-proof your signage.

- BrightSign HD and XD are updated, more powerful than ever.

- BrightSign LS is fully capable to compete against any low-cost consumer device.

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# BRIGHTSIGN CMS PARTNERS

## BrightSign integrates with many CMS solution providers

For more information on our CMS partners, visit www.brightsign.biz/partners/overview

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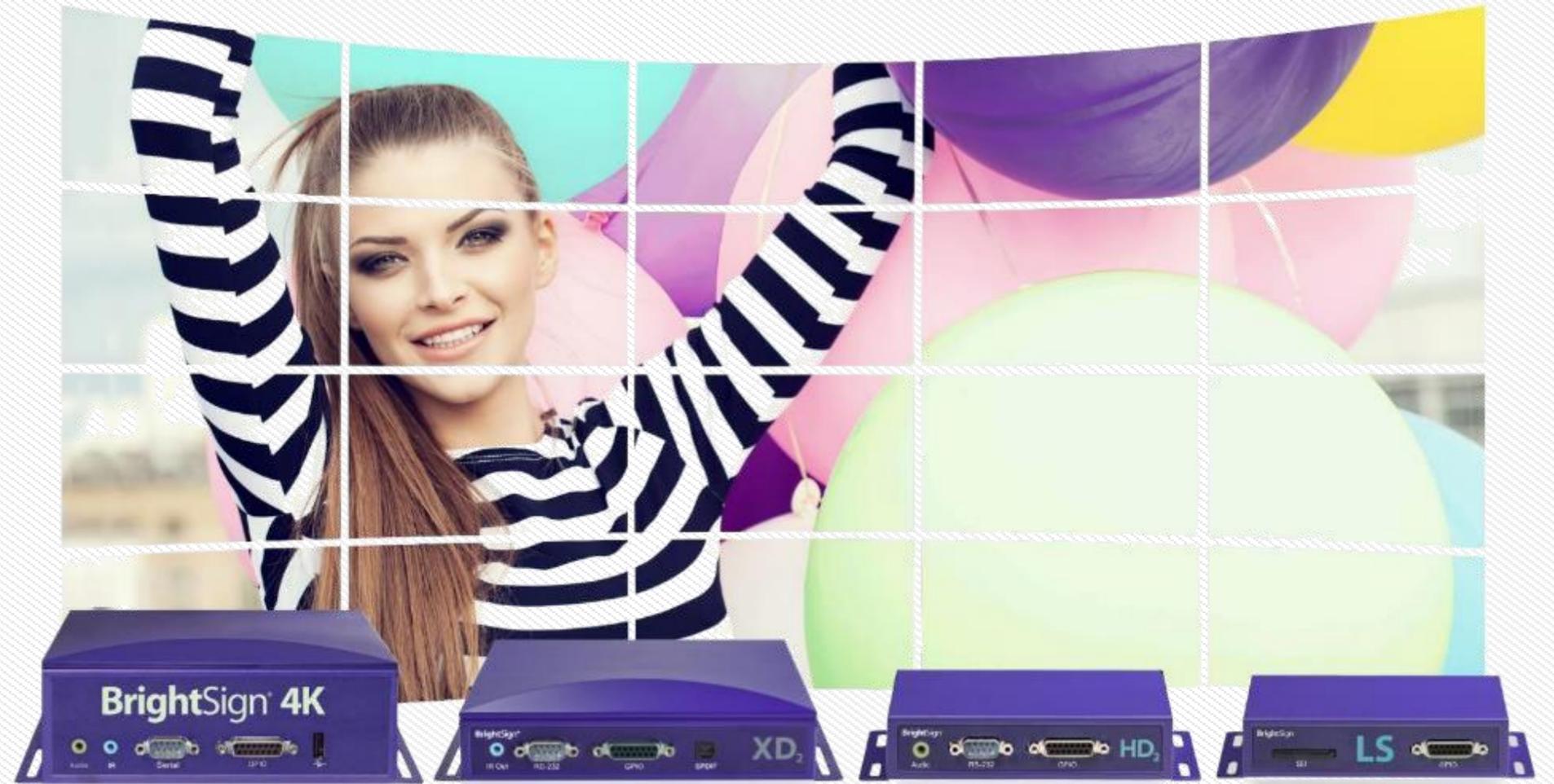
# INFINITE POSSIBILITIES.

**Reach and engage your customers with BrightSign**

# BRIGHTSIGN FEATURES & TECHNOLOGY PARTNERS

## Infinite possibilities for retail signage that is eye-catching, engaging, targeted and mobile

- BrightSign Features

- Leading Edge Partner Technologies

# THE EYE-CATCHING RETAIL EXPERIENCE

## Showcase eye-catching displays that make a captivating impression

- Elevate branding, grab attention and create an immersive experience
  - ✦ Amazing 4K and HTML5 content
  - ✦ Unique multi-screen video wall displays
  - ✦ Synchronized audio and lighting

4K Native 4K

FULL HD 1080p60 dual decode

HTML 5 HTML5

BrightWall™

Live TV

Zones

Digital Audio

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# THE ENGAGING RETAIL EXPERIENCE

## Engage customers with interactive signage that sells

- Engaging signage educates shoppers and increases sales

- Provide instant product information, demonstrations using BrightSign's abundant interactive ports

  - ✦ USB, serial, GPIO, audio, Ethernet and IR ports

  - ✦ Buttons, touch screens, motion sensors, barcode readers, RFID, and much more!

- Use HTML5 content to create comparison shopping tools, multi-touch images & web-designed assets

- Instantly change prices, messaging, images and more with the BrightSign App
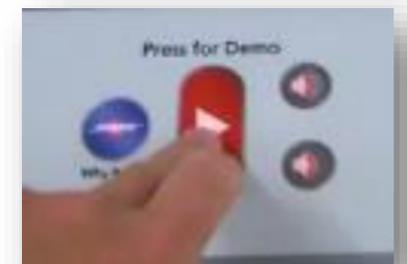
Interactivity    Touch    UDP Control

BrightSign App    HTML5    Live Feeds

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# THE TARGETED RETAIL EXPERIENCE

## Deliver targeted content that matches your customer's interests

BrightSign works with leading edge technology partners to deliver targeted content and gather analytics

- **BlueFox** provides a mechanism to deliver targeted advertising in real time with traceable, measurable data results

- **Quividi** provides real-time video analytics to help retailers and brands finely count and qualify their audiences

- Uses face and body detection to trigger targeted content

- Delivers metrics on viewers such as attention time, without ever recording any image or personal data

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# THE MOBILE RETAIL EXPERIENCE

## Engage shoppers with their mobile devices for a lasting impression

BrightSign works with leading edge technology partners to deliver unique mobile engagement experiences

- **MediaTagz** by iZipline makes digital signage interactive for mobile consumer engagement

- Synchronizes content running on the digital screen with mobile campaigns delivered to mobile devices using Near Field Communication (NFC)

- **Postano** combines a multitude of social media feeds into an animated HTML-based presentation

- Postano visualizations can be scaled into BrightSign zones for video, images and other content to play alongside





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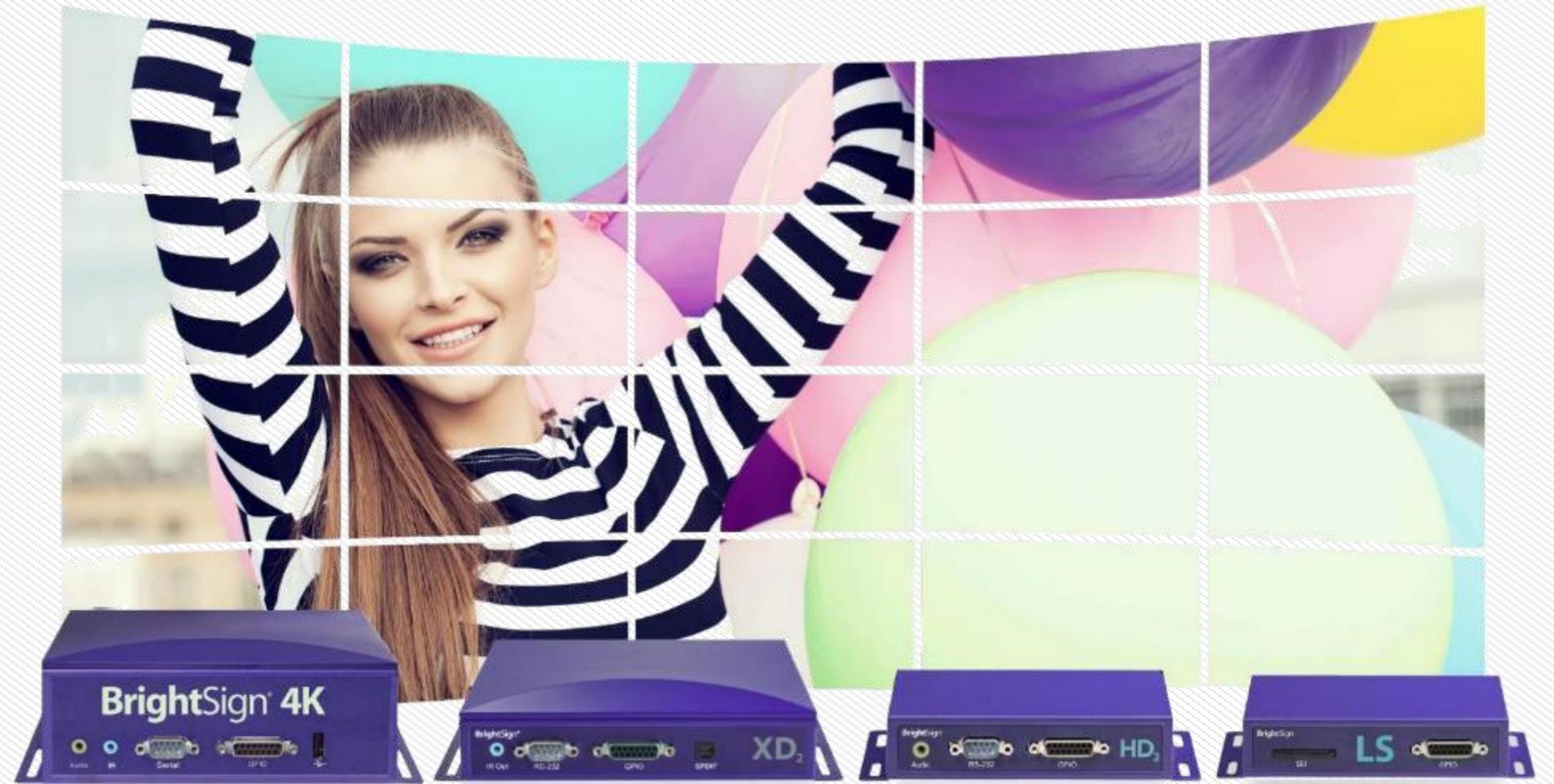
# CONTINUAL ADVANCEMENTS

**Future proof your investment with BrightSign**

# FUTURE-PROOF YOUR SIGNAGE

## BrightSign continually releases improvements and new features

**HTML5**

### Version 6 Firmware: Sept 2015

- Upgrade of HTML rendering engine to be Chromium-based offering faster web rendering performance, gesture-based interactions, smoother animations and WebGL support for fast performance and rendering of 3D and 2D graphics

**BrightPlates™**

### BrightPlates: Q4 2015

- Powerful new web-based service to customize and deliver HTML presentations to networked BrightSign units. Includes flexible ready to use templates aimed at a variety of market verticals: menu boards, education, retail & corporate
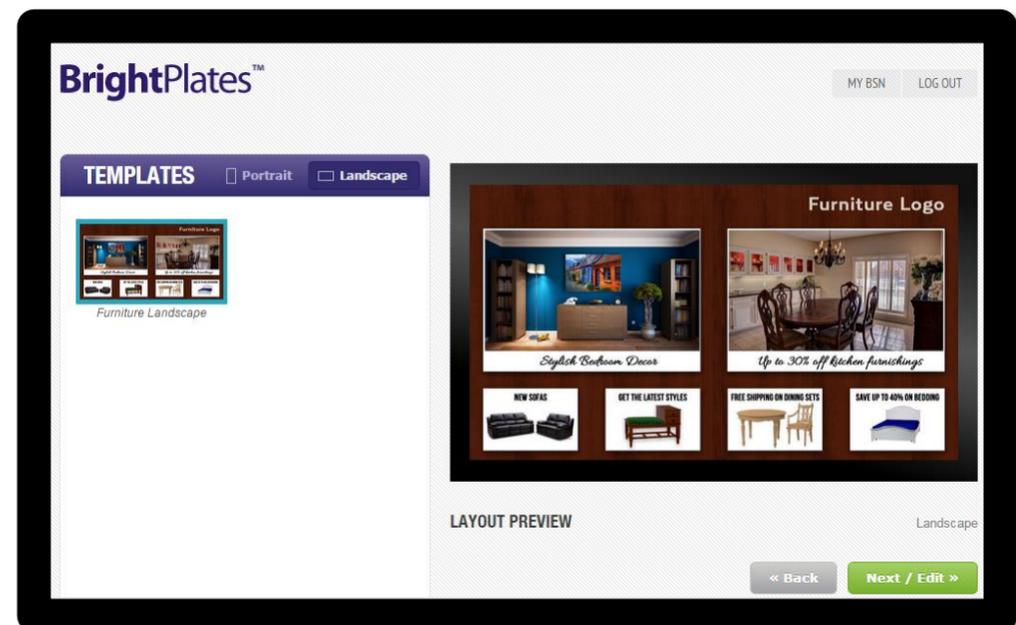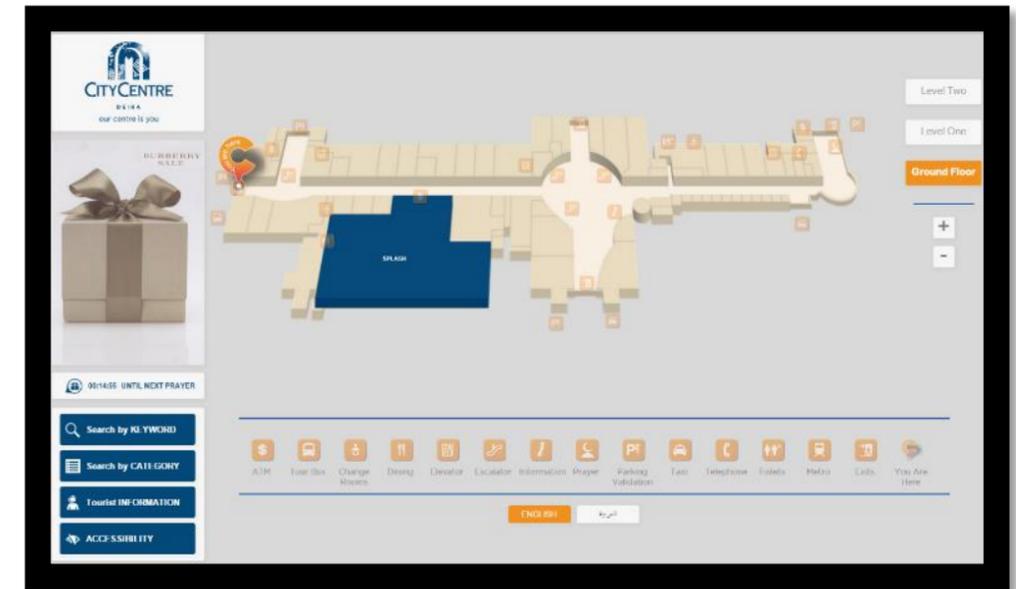
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# FUTURE-PROOF YOUR SIGNAGE

## BrightSign continually releases improvements and new features

### Media Tagging: 2016

- Easier way to publish and customize content playback based on how it is tagged
- Publish a single presentation of tagged content, and players will only play content with certain tags it has been assigned

### Content Encryption: 2016

- Secures content with encryption such that only players with the correct key can play it back
- Customize encryption assignments based on your needs such as by network group

### BTLE & Beacon Technology: 2016

- Bluetooth Low Energy (BTLE) integration for mobile interactivity
- Beacon integration for push notifications to retailer's mobile App

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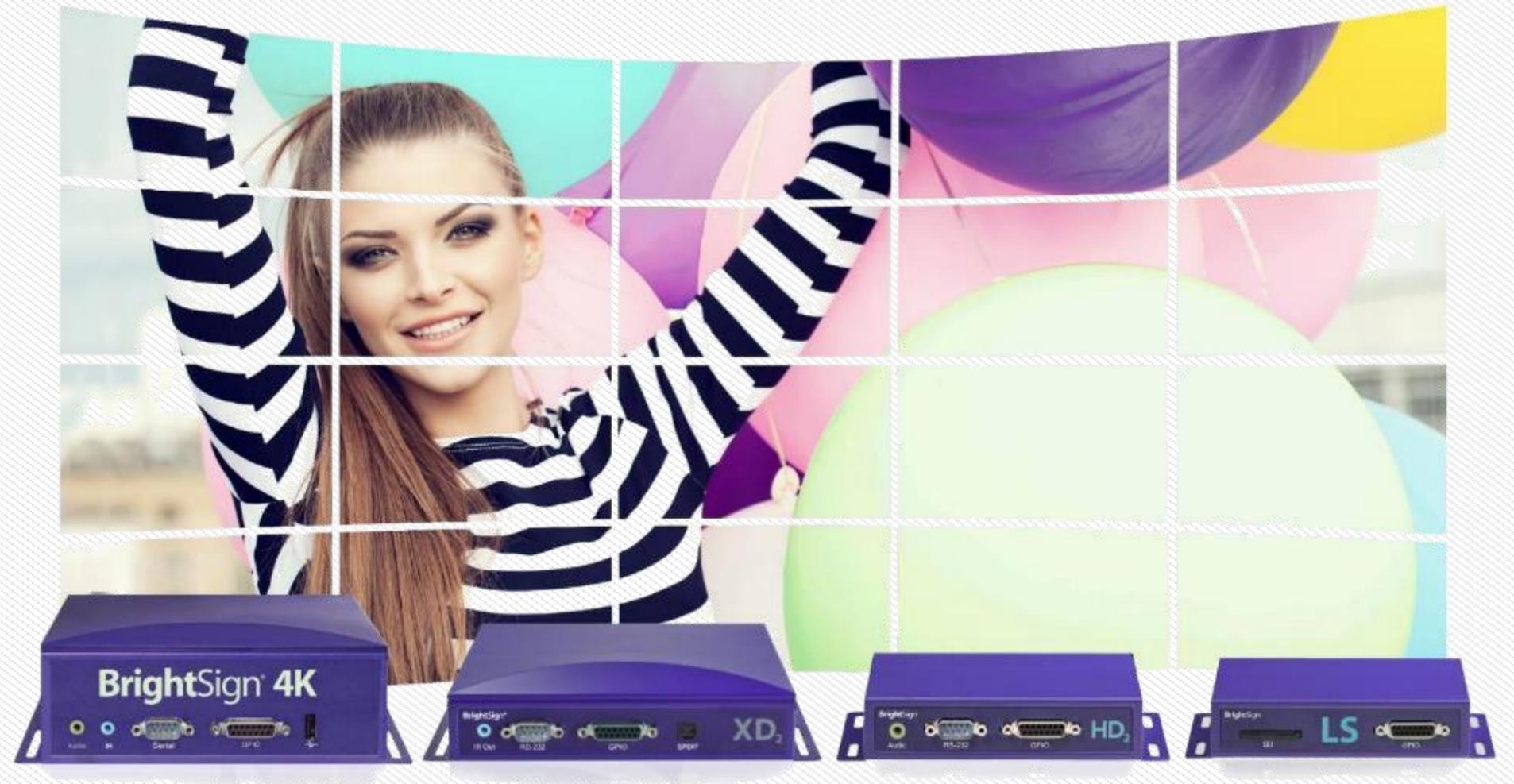
# CASE STUDIES

**Why retailers choose BrightSign**

# WHY MAJOR RETAIL BRANDS CHOSE BRIGHTSIGN

- Very cost effective for large-scale roll-outs
- Highly reliable non-PC solution
- Stellar Full HD video quality
- Fully featured with interactivity & networking



**Sonos: 6000 unit installs**



**LifeProof: 1600 units in Best Buy**



**Contour: 600+ units in Best Buy, REI**



**GoPro: 35,000+ units in Best Buy, REI, Target, Sports shops**



**LG: 1100+ unit installs**



**Roku: 1000+ unit installs**



**DROID: 600+ units in VZW stores**

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# BRIGHTSIGN RETAILERS WITH OVER 1,000 INSTALLED PLAYERS
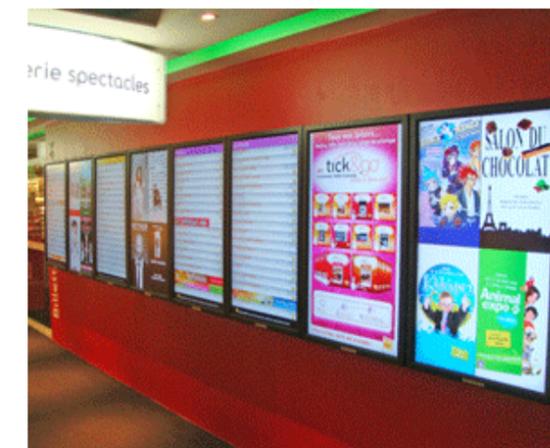


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# MAJOR RETAIL BRANDS USING BRIGHTSIGN
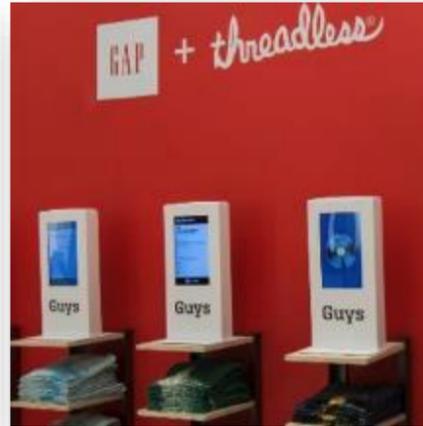
# SELFRIDGES

## Denim studio opening engages with social media

### The Challenge

- Display windows were visible by pedestrian and automobile traffic 24/7, making reliability a primary concern

- Dynamic installation required periodic updates, as well as real-time integration of customers' content

- Selfridges needed to attract customers to help support its aggressive goal of selling two pairs of jeans every minute of its business hours

- Selfridges sought new ways to engage with its customer base & digital signage is a central component of this objective

# SELFRIDGES

## Instagram feeds engage in new ways

### The Solution

- Most prominent window was an 8 screen photographic studio
- Two windows display screens with live Instagram feeds of customers wearing their favorite denims
- A final window displayed a looped time-lapse video
- Ticker tape displays in all windows play Selfridge's own RSS feeds

### The Benefits

- Solid-state players delivered high reliability for this "Always-on" installation
- Digital signage increased foot traffic and awareness to help drive sales
- Players engaged customers to display their own content via Instagram
- BrightAuthor made it easy to create content, while BrightSign Network provided straightforward integration and management capabilities

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# EYBL

## Austria's flagship sports gear store feeds all the senses with dynamic digital signage

### The Challenge

- Ambition was not only to build the largest sports gear outlet in Austria, but also the most modern of its kind in the world

- An entirely new sports store concept catering to all the senses of its customers: taste, smell and touch as well as hearing and sight.

- Meeting the demands of audio and visual stimulation required stellar multimedia displays to bring footfall into the store, and to engage and inspire customers within the four-level sales area.

# EYBL

## A solution that delivers a modern edge & sustains growth

### The Solution

- Four video walls with Internet connectivity featuring 28 displays playing promotional sports gear content and educational content on fitness and sports techniques

- Lackner Mediasystems' specially developed software, controls BrightSign units over the Internet & its web portal manages & updates content with ease

### The Benefits

- Lackner and BrightSign together delivered a solution that can grow with Eybl and continue to work well after many years

- Internet connectivity brings timely, yet simple avenue to keep content fresh





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# BUY PARIS DUTY FREE

## Dynamic attraction outside and in

### The Challenge

- Attract customers into the store, and further, to engage them with the brands to drive sales

- Limited space behind screens and within video wall columns required a compact player with low heat emissions

- Large displays required video content to be played at Full HD quality

- The all-day, every-day nature of airport traffic required a reliable player that would run consistently 24/7

- Many video walls required perfect synchronization of video files

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# BUY PARIS DUTY FREE

## TMM and BrightSign digitize the flagship stores

### The Solution

- 110+ displays installed by TMM at four retail outlets at Charles de Gaulle airport
- POS messaging & imagery delivered on synchronized video walls and dual screens
- Advanced IR detector interactivity enables surprising signage that runs when a person enters the area

### The Benefits

- Compact, solid-state player fits in tight places behind screens, has very low power consumption and emits almost no heat
- Full HD video resolution for high-impact HD video walls with perfect synchronization of video files
- Industrial-grade player with proven 24/7 reliability never fails to deliver
- BrightSign Network delivers easy management of multi-store project



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# THANK YOU!