

BrightSign®



CORPORATE OVERVIEW

from the global market leader in digital signage players

November 2015 Edition

BRIGHTSIGN CORPORATE OVERVIEW

The worldwide market leader in digital signage

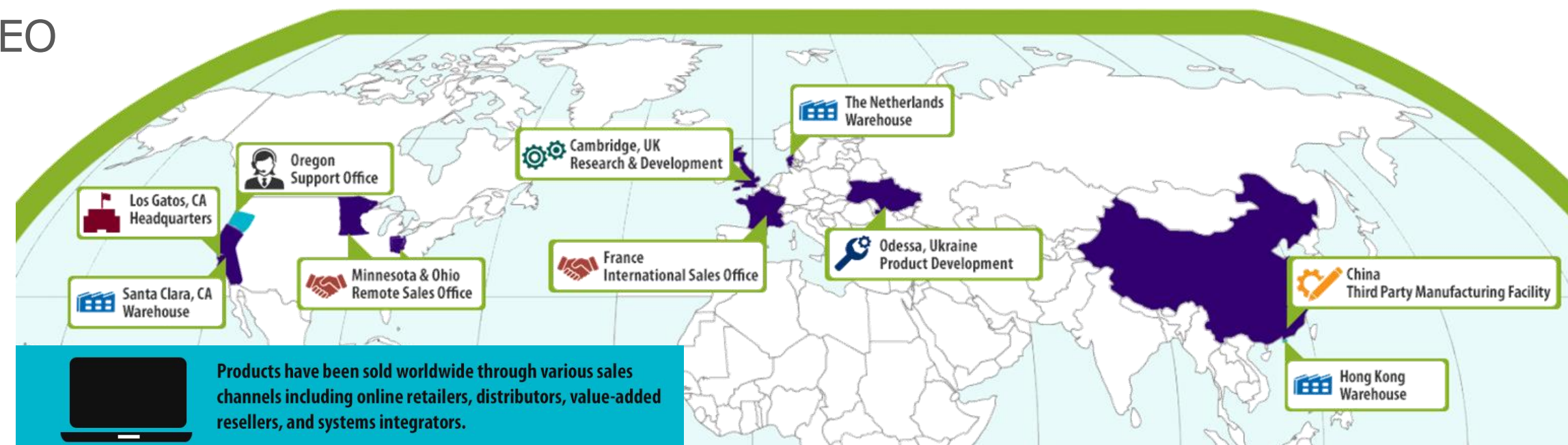


What We Do

- ✦ BrightSign manufactures media players, and provides free software and networking solutions for the commercial digital signage market worldwide
- ✦ BrightSign is known for its signature reliability, affordability, ease-of-use, highest quality output and most powerful video engine

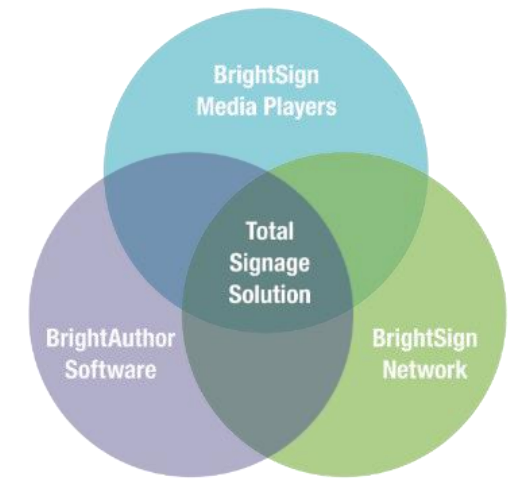
Who We Are

- ✦ Founded in 2002 by Anthony Wood, inventor of the digital video recorder (DVR) & Roku
- ✦ Jeff Hastings, CEO
- ✦ Shipped over 700,000 units to date



BRIGHTSIGN IS THE RIGHT CHOICE

Everything you need for sophisticated digital signage



- **Digital Signage Players**

- ✦ Powerful performance, solid-state, high reliability

- **BrightAuthor Software**

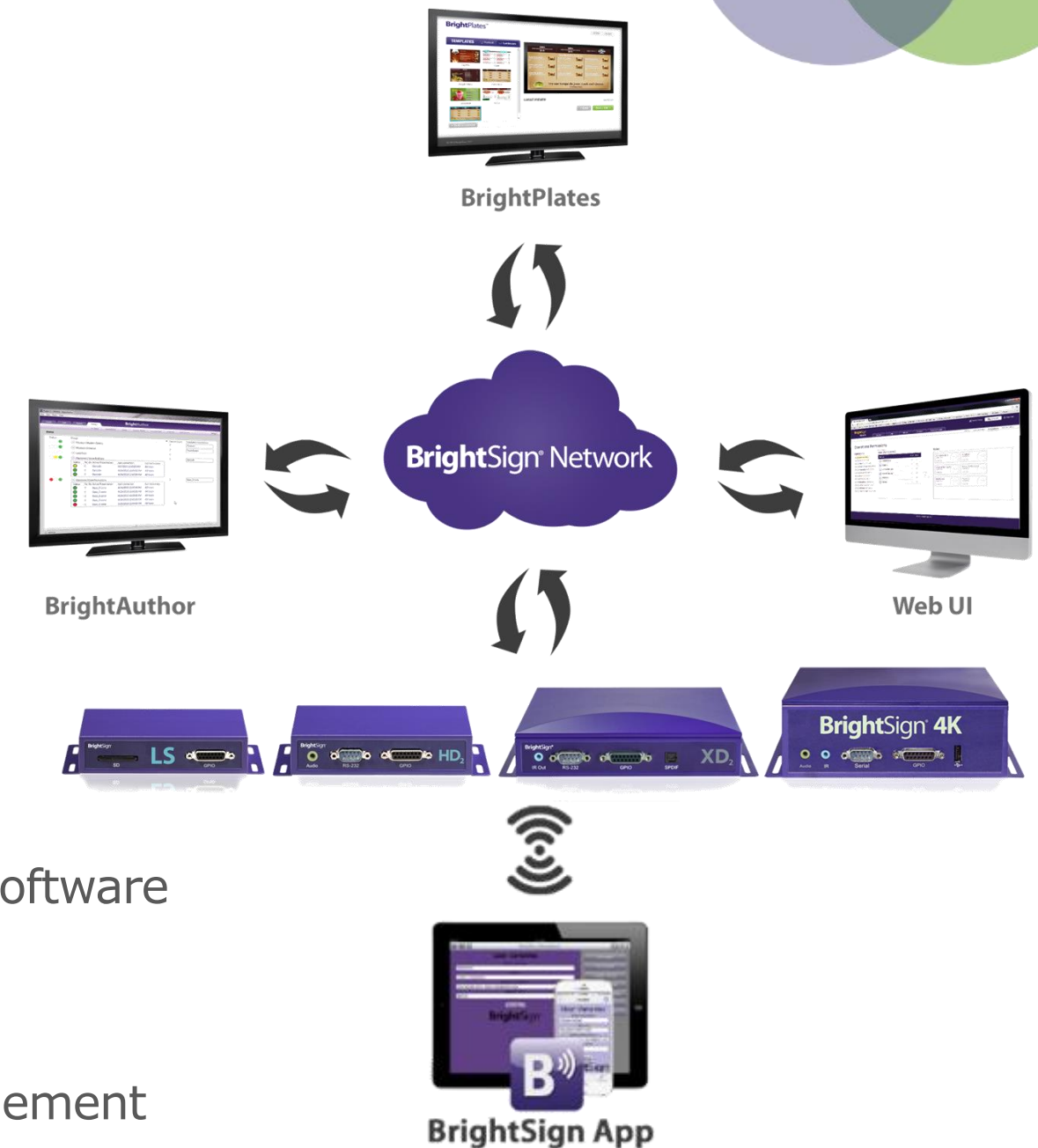
- ✦ Free, easy to use, sophisticated features

- **Networking Options**

- ✦ From free solutions to our secure, scalable cloud-based BrightSign Network
- ✦ BrightSign App easily updates on-screen text and images from an iOS device

- **Total Signage Solution**

- ✦ Includes everything needed to run digital signs: players, software & networking options
- ✦ Scalable for any size implementation
- ✦ Integrates with other backend systems for content management



THE BRIGHTSIGN ADVANTAGE



Highest Reliability

- **Less than 0.25% failure rate!**
- Non-PC, solid-state device with no moving parts to fail
- Won't overheat
- Compact enough to install on/near the display
- Purpose-built OS for digital signage
- Open standards to easily customize or integrate with POS

Very Affordable

- **Includes software & networking options – no hidden fees!**
- Low power requirements
- Simple to install & manage
- High reliability results in little to no maintenance costs
- Scalable – delivers simple & advanced features on a single platform
- Plays industry standard content (jpegs, H.264 & H.265 video, HTML5, etc.)

BRIGHTSIGN AWARDS

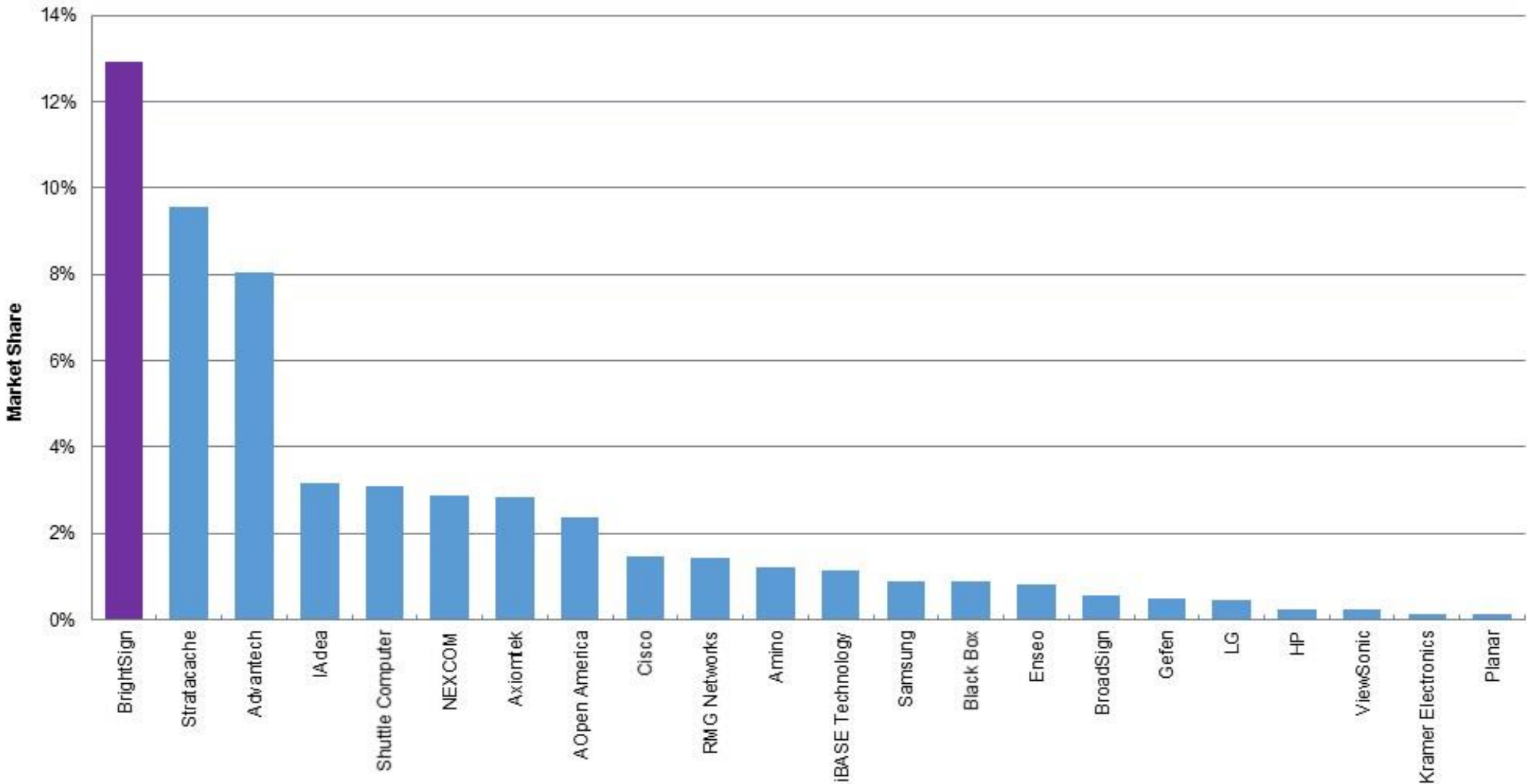
All BrightSign players are award winners!



BRIGHTSIGN IS THE MARKET LEADER

2014 worldwide market share for media players & PC solutions

Market Share Estimates for Media Player, STB, and PC Suppliers for Q4 2014



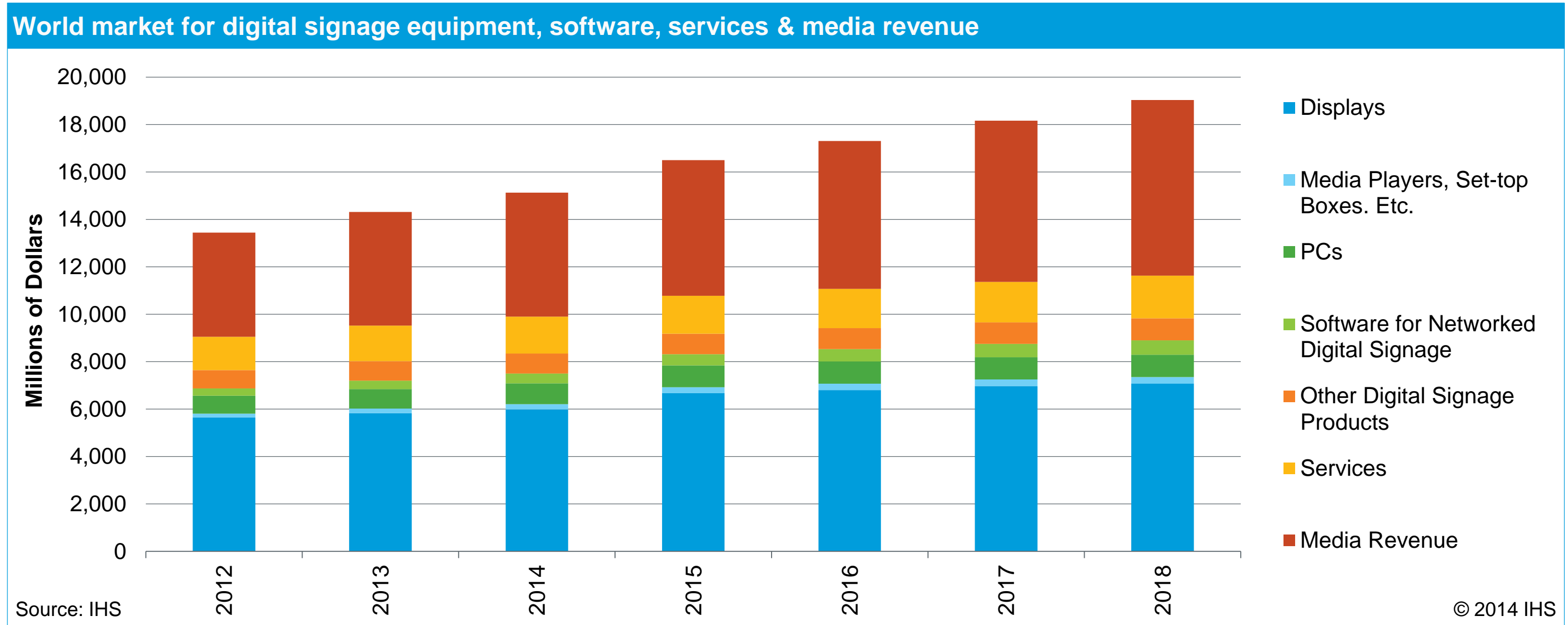
Source: IHS

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Company Name	Q3 2014
Advantech	8.0%
Amino	1.2%
AOpen America	2.4%
Axiomtek	2.8%
Black Box	0.9%
BrightSign	12.9%
BroadSign	0.6%
Cisco	1.5%
Enseo	0.8%
Gefen	0.5%
HP	0.2%
IAdea	3.2%
IBASE Technology	1.1%
Kramer Electronics	0.1%
LG	0.4%
NEXCOM	2.9%
Planar	0.1%
RMG Networks	1.4%
Samsung	0.9%
Shuttle Computer	3.1%
Stratacache	9.6%
ViewSonic	0.2%
Others	45.1%
Total	100.0%

IHS (NYSE: IHS) is the leading source of information, insight and analytics in critical areas that shape today's business landscape. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005.

WORLD MARKET FOR DIGITAL SIGNAGE



IHS believes media players will demonstrate stronger growth potential in future years than PCs, as many companies are launching appliance-based media players with similar functionality and longevity, at a noticeably lower cost, than traditional PCs. In coming years, IHS expects shipments for PCs to still increase each year, albeit at a slower rate than that of media players and set-top boxes.

BRIGHTSIGN CMS PARTNERS

BrightSign integrates with many CMS solution providers



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

BRIGHTSIGN CONTENT PARTNERS

Creative content developers. Expert BrightSign users.



FLIXIO[®]
Premium Content for Digital Signage

REDDOT
DIGITAL MEDIA

POSTANO[®]

 **THE CSI GROUP**
SMART WORK FOR SMART BRANDS

Screenfeed[®]

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