BRIGHTSIGN MARKET APPLICATIONS

SOPHISTICATED SOLUTIONS FOR ANY APPLICATION

Corporate & Exhibits

Education

Finance

Museums & Attractions

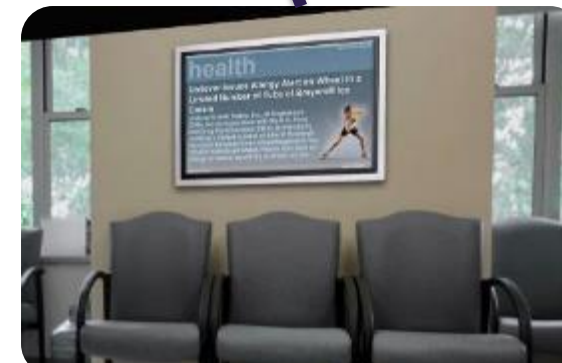Casinos & Stadiums

Hospitality

Retail

Transportation

Healthcare

Restaurants & Bars

BrightSign®

BRIGHTSIGN CORPORATE & EXHIBIT SOLUTIONS

Improve corporate communication, elevate branding, and create engaging company exhibits

BrightWall™

- **Elevate branding** by creating a unique immersive experience with multi-screen displays, audio and lighting

Interactivity **Touch**

- **Engage visitors** with mobile and touch screen interactivity for corporate directories, product listings, etc.

BrightSign App **Networking**

- **Improve corporate communications** with targeted messaging, events, news and real-time stats that can be changed on the fly or scheduled

HTML5

- **Make wayfinding simple** with interactive displays built with HTML5

- **Reduce costs** by eliminating static, printed signage and by implementing a green solution

Zurich Film Festival: 70 BrightSign driven displays throughout the city

20 BrightSign players synchronized and projected

BrightSign®

UTRECHT CITY COUNCIL CASE STUDY

Digital Signage Improves Customer Service and the Working Environment

- **The Solution**
  - ✦ 34 BrightSign XD players and BrightAuthor CMS
  - ✦ 23 46-inch displays on each of the 22 floors providing staff information
  - ✦ Six 70-inch displays in departmental reception areas directing visitors
  - ✦ Two 80-inch screens in the public atrium public information
  - ✦ Three 32-inch screens in the public area, providing tourist information
- **Benefits**
  - ✦ Appreciable positive effect on customer service, as well as the information available for staff to help improve performance and quickly become familiar with their new surroundings
  - ✦ Speedy implementation: the entire project, took only four months
  - ✦ The equipment is very easy to use, and council departments are easily able to manage content independently

BRIGHTSIGN EDUCATION SOLUTIONS

Improve campus-wide communications and education with state-of-the-art digital signage

Networking

Live Text **BrightSign App**

HTML5 **Touch**

Powerful Video Engine

Interactivity **Live TV**

- **Facilitate campus communications** and update it easily to inform students of department news, events and office hours

- **Broadcast emergency messages** instantly to campus-wide displays along with instructions and evacuation plans

- **Make wayfinding simple** with interactive displays built with HTML5 using touch and swipe interactivity

- **Recognize donors** with displays that highlight donor stories and recognizes gifts

- **Further student education** with live video content or interactive quizzes and games

BrightSign®

UC IRVINE CASE STUDY

UCIrvine | THE PAUL MERAGE SCHOOL OF BUSINESS

College campus digital signage delivers directory information, school news, RSS feeds and inspiring alumni stories

Implementations:

- 1 BrightSign HD displays looping content of alumni success stories

- 4 BrightSign HDs deliver school news and RSS feeds from Reuters and The Wall Street Journal through a subscription with SignChannel

- 1 BrightSign HD drives a touch screen school directory of more than 200 faculty & staff offices

BrightSign Benefits

- Controllers are compact and can be discretely mounted out of sight

- Solid-state platform enhances reliability while lowering operational costs

- Content can be easily managed and updated remotely via secure network

- Content can be easily created and uploaded by non-technical staff, supplied by subscription service, or a combination of both
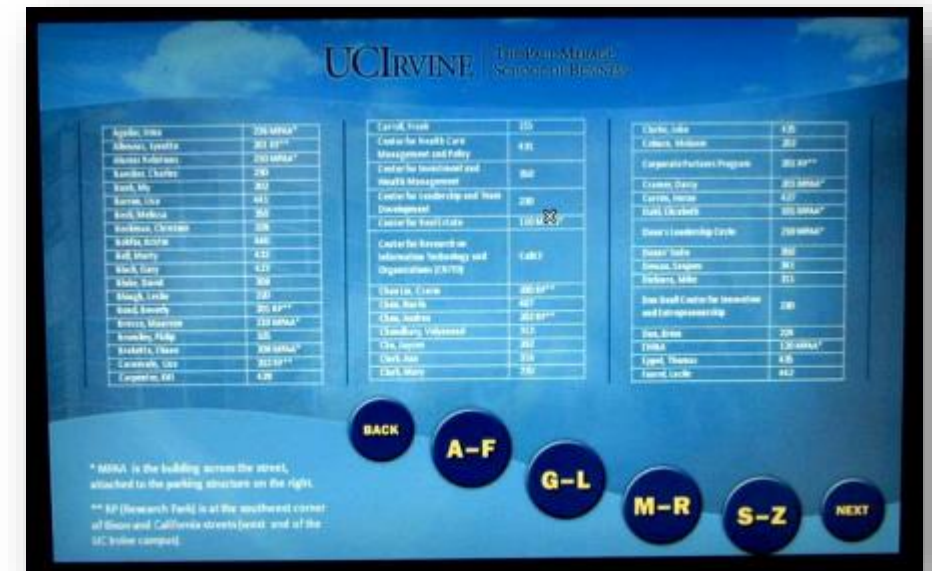
"The HD210 PC-less controller for the digital sign in the Experian Lobby was purchased directly from BrightSign and I installed it myself. Following the successful deployment of our digital display in the Experian Lobby, we added four more HD210 displays and an HD1010 interactive player in the business school's main building, the SB building."

- Toshi Nakamura, System Administrator for UC Irvine

BrightSign®

BRIGHTSIGN FINANCE SOLUTIONS

Boost financial product sales and improve customer service

HTML5 **Powerful Video Engine**

- **Reduce perceived wait time** with in-branch promotions of your brand, products and services

HTML5 **Live Feeds**

- **Display real-time rates**, quotes and stock market prices using RSS feeds and Live Text

Networking

- **Deliver targeted messages** to regional branches from a central location using BrightSign Network groups

Touch

- **Create a virtual, interactive banker** to boost sales with an interactive kiosks detailing product and service benefits

BrightWall™

- **Make a dynamic impression** with multi-screen video walls

BrightSign®

WESTERN UNION CASE STUDY

Instant exchange rate updates, Live TV and scheduled ads

- 58 BrightSign XD1230s across 40 German and Austrian Branches

- BrightSign's solid-state players keep support issues to a minimum & BrightAuthor easily configures and programs the players
  - ✦ Testing and configuration took just one day to complete

- Exchange rate information is updated automatically every 30 seconds

- BrightSign Network schedules ads during the work day & switches to exclusively displaying ads during off-hours
  - ✦ Players open the potential to sell advertising to third parties
  - ✦ Ad are customized for each branch based on geographic location and business hours

- Integrates with Western Union's point-of-sale system

BrightSign®

BRIGHTSIGN MUSEUMS & ATTRACTIONS SOLUTIONS

Elevate retail brands and maximize sales with engaging digital signage

Touch **Interactivity**

- **Engage and educate visitors** in unique ways with interactive exhibits using motion sensors, touch, audio controls and more

Live TV

- **Give visitors a clear view** of live demonstrations and animal feedings using Live HDTV
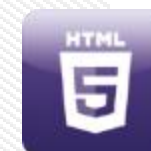
Networking **Interactivity**

- **Control the show** including video, imagery, lighting and audio with BrightSign's vast I/O ports

BrightSign App **HTML5**

- **Upsell with ease** in restaurants and gift shops while easily updating menus and promotions instantly

BrightWall™

- **Immerse visitors** in the experience with dynamic video walls supporting portrait, landscape and angled orientations

BrightSign®

WHY MUSEUMS & ATTRACTIONS CHOOSE BRIGHTSIGN

Sophisticated museums create interactive exhibits and unique art displays worldwide

- Very cost effective

- Highly reliable, non-PC solution with virtually no environmental restrictions

- Infinite and unique interactive capabilities that bring exhibits to life

- Stellar Full HD video quality

17 XD1230's playing Lady Gaga in the Louvre

140+ BrightSign players installed

100 BrightSign players installed

150+ BrightSign players installed

BRIGHTSIGN HOSPITALITY SOLUTIONS

Engage, inform and enhance guests' stay while maximizing sales

HTML5

Live Feeds

BrightWall™

Powerful Video Engine

Touch

HTML5

Networking

- **Connect and inform** visitors of conference schedules, real-time news and weather forecasts.

- **Create an experience** with eye-catching multi-screen displays and dual Full HD video for branding and ambiance.

- **Give recommendations & directions** with interactive concierge kiosks and efficient wayfinding signage.

- **Advertise** an array of amenities to maximize sales using HTML5 content

- **Keep signage fresh** and manage resort-wide signage with BrightSign Network

- **Reach guests in-room** with promotion channel advertising

BrightSign®

HOSPITALITY CASE STUDY

BrightSign Powers World's Largest Mosaic Video Wall at Miami Hotel

- **Installation:**
  - ✦ The world's largest (4-story) mosaic video wall in hotel reception
  - ✦ 20 Planar Mosaic AD55 tile displays powered by 20 BrightSign XDs
  - ✦ Unique herringbone pattern for striking visual interest

- **The Solution**
  - ✦ CMA integrated the software, hardware, displays and mounts, as well as provided the installation, content development, project management and training
  - ✦ BrightSign's solid-state architecture delivers market-leading reliability with zero downtime
  - ✦ Planar's Mosaic displays bring this complex installation to life, featuring HD content on all 20 screens
  - ✦ Custom content was created to meet local regulations – written content was abandoned in favor of impressive thematic underwater visuals featuring fish, turtles, scuba divers and coral reefs complete with animation
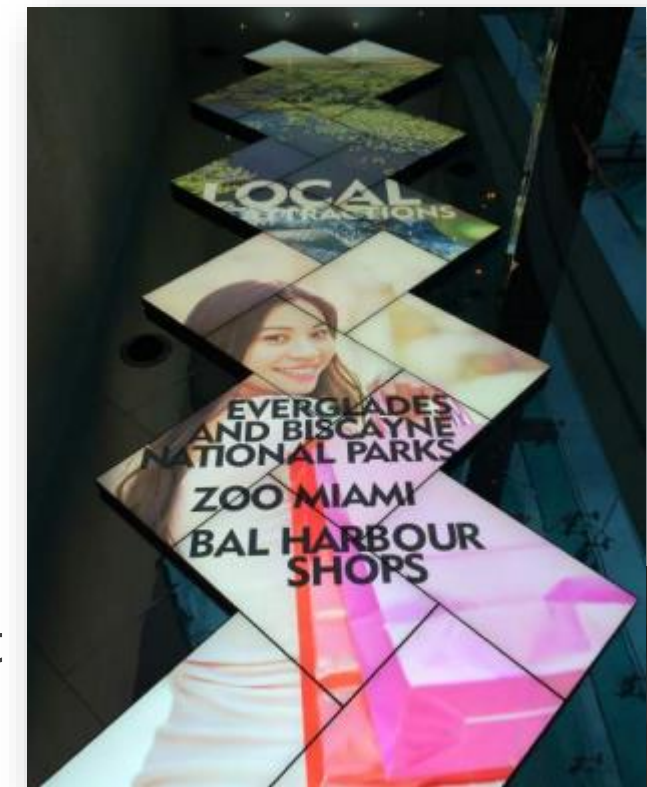
BRIGHTSIGN RESTAURANT SOLUTIONS

BrightSign adds flavor to your signage

HTML5

Powerful Video Engine

Live Text

BrightSign App

Live TV

BrightWall™

Networking

- **Improve sales** with dynamic, persuasive menu boards with videos, images, Live Feeds & HTML content

- **Make mobile menu updates** and switch specials using the BrightSign App on your iPad or iPhone along with Live Text and UDP controls

- **Grab attention** with live HDTV content alongside your promotions, specials and branding

- **Create an stylish ambiance** with multi-screen video walls

- **Seamlessly integrate** with your point-of-sale system to streamline menu item updates (may require development)

Live TV

HTML5 animating logo

L-Bar video, image or HTML5 content

Live Text or RSS Media Feeds

BrightSign®

WHY MAJOR QSRs CHOOSE BRIGHTSIGN

- Very cost effective
- Highly reliable non-PC solution
- Custom zone layouts
- Simple local menu and pricing updates
- Versatile HQ network updates

- Over 180 units installed in Europe
- 300 units in Mexico

- Every location has 2 or 3-screen menu boards installed

- Nationwide locations have 2 to 6-screen menu boards installed

- McDonald's Finland

- KFC Ecuador

BrightSign®

BRIGHTSIGN HEALTHCARE SOLUTIONS

Improve patient relations and promote specialized services

Touch

- **Provide valuable health and wellness information** in an engaging format with interactive kiosks

HTML5

- **Automate patient check-in** process

Live HDTV

- **Improve the waiting area** experience with Live HDTV alongside branding and service promotions

Networking

- **Target messaging** based on clinic, department or specialty with BrightSign Networking

Interactivity

- **Direct patients** and visitors through medical facilities with interactive building information and physician directories

BrightSign App   **Live Text**

- **Communicate wait times** with real-time data

BrightSign®

HEALTHCARE CASE STUDY

Combines BrightSign with Wovenmedia Place-based Media Service

Bi-cultural Pharmacy Chain

- 4 locations in San Francisco bay area

- Each pharmacy has up to 3 networked BrightSign HD210 players

- BrightSign & Wovenmedia deliver health videos from leading TV networks along with the pharmacy's own content

Medical Clinic Waiting Room

- 21 locations in Dallas and Houston, TX

- Each clinic has one or two networked BrightSign HD210 players

- BrightSign & Wovenmedia deliver affordable and engaging HD-quality video content over a network that both informs and entertains patients

MI DOCTOR
FAMILY MEDICINE

BrightSign®

BRIGHTSIGN TRANSPORTATION SOLUTIONS

Keep travelers on time and informed

HTML5

BrightWall

Powerful Video Engine

BrightSign App

Live Text

Networking

Touch

Zones

Live TV

Geo-Fencing

- **Keep travelers up-to-date** on arrival and departure times

- **Provide an advertising vehicle** for shops, restaurants and hotels

- **Broadcast safety instructions** and traveler messages instantly using familiar tools and mobile devices

- **Direct travelers** to venue-wide destinations with interactive way finding

- **Improve waiting experience** with Live HDTV while promoting terminal services on the same screen

- **Geo-Fencing** to play content triggered by the physical location of your moving digital sign

BrightSign®

SHELL GAS STATION CASE STUDY

BrightSign media players boost Shell's non-fuel sales

Requirements:

- Total confidence in performance and reliability of the network
- Increase sales of convenience food, tobacco products, DVDs, and motoring essentials
- Selling advertising airtime and publish the content

Solution:

- Digital signage installed in over 1,000 Shell petrol stations nationwide in Turkey
- Installed BrightSign Network Enterprise Edition to host content on Linova's own servers, which is cost-effective and gives them complete control

"BrightSign presented us with the ideal solution at two levels. The BrightSign players themselves are cost effective and totally reliable. Behind them, the BrightSign Network provides a comprehensive tool for managing the network, including reporting to Shell and paying advertisers on exactly what content was played back when and where."
- Tolga Sözen, Linova's CEO

BrightSign®

BRIGHTSIGN RETAIL SOLUTIONS

Elevate retail brands and maximize sales with engaging digital signage

BrightWall

- **Elevate branding** by creating a unique immersive experience with multi-screen displays, audio and lighting

Interactivity **Touch**

- **Engage visitors** with mobile and touch screen interactivity – shoppers that engage are more likely to purchase!

BrightSign App **Networking**

- **Increase sales** with targeted promotions that can be changed on the fly and scheduled

HTML5

- **Make wayfinding simple** with interactive displays built with HTML5

- **Reduce costs** by eliminating static, printed signage and by implementing a green solution

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
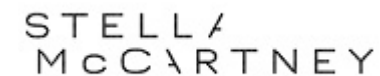
DROID: 600+ units in VZW stores

BrightSign®

BRIGHTSIGN RETAILERS WITH OVER 1,000 INSTALLED PLAYERS

MAJOR RETAIL BRANDS USING BRIGHTSIGN

BRIGHTSIGN CASINO & STADIUM SOLUTIONS

Vibrant, visually stimulating digital signage that gets noticed

Interactivity

- **Automatically trigger** scores, replays and jackpot celebrations across all digital signs venue-wide

Powerful Video Engine

- **Create user-friendly 3D map displays** for guest to easily navigate your stadium or casino floor

Networking

- **Automate signage scheduling** for stadium events, casino table signs, slot toppers

Live TV

- **Stream live HDTV** of the game throughout the area

Live Feeds

- **Inform** visitors of poker room wait lists, news, scores, etc.

HTML5

- **Promote venue-wide** restaurants, events and amenities

BrightSign®

STATION CASINO CASE STUDY

Live HDTV and sports scores delivered reliably

- 150+ networked BrightSign XD1230 players

- BrightSign players are networked and integrated with an array of technology components to drive HD content, IP streaming and live TV via DirecTV

  - ✦ Technicolor's QAM modulators enable sports book/race book staff to select a channel by feeding the channel into an IP encoder, which sends the signal to a secure BrightSign Network-enabled webpage whereby employees preview the channel before pushing it to the venue's displays

  - ✦ The casino's dedicated AV control and signage network feeds live local TV, satellite TV & IP over existing coax; the network is capable of splitting a variety of outputs, including HDMI, component, composite and VGA

- Utilizes BrightSign Network to enable seamless management of 150+ players

BrightSign®