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FOR IMMEDIATE RELEASE
DSE 2012 Booth #1440

**MELD Technology and BrightSign Provide Technology Demo of the World's First
Low-Power "Personal Broadcast Station" at DSE**

**Wirelessly Broadcasts HD Signage Content over a Single Unused Broadcast Channel
(White Space) for Low-Cost Delivery to Multiple Displays Across Large Distances**

LAS VEGAS, NV – March 6, 2012 – [MELD Technology Inc.](#) and [BrightSign, LLC®](#) will demonstrate at DSE this week a revolutionary digital signage technology using the world's first low-power white space transmitter, the MT300 Personal Broadcast™ station. MELD's patented wireless network technology enables the use of TV "white space" spectrum for sending HD video and control signals over-the-air across large distances. Using a BrightSign solid-state player as a streaming content source, the revolutionary MT300 can broadcast multiple full-HD videos or up to 100 unique HD-resolution still pictures in real-time to an unlimited number of TVs over a single white space channel.

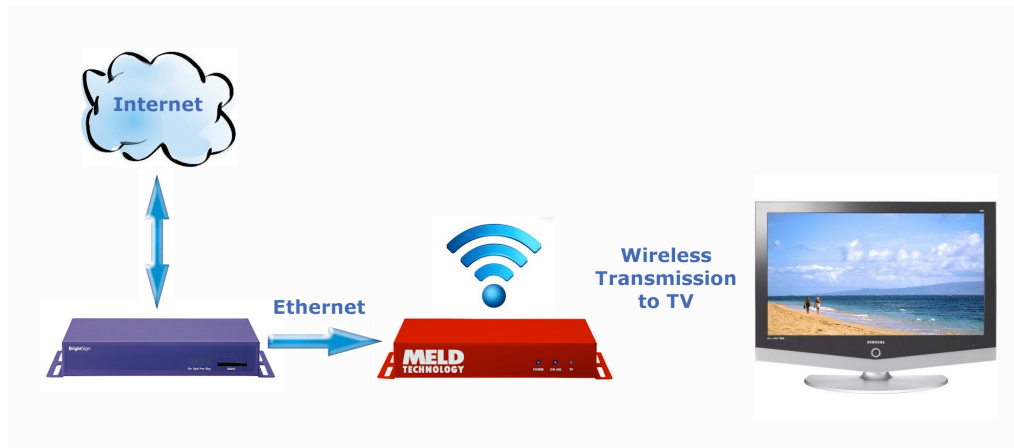
During Digital Signage Expo (DSE), MELD's unique MT300 technology will be demonstrated using a BrightSign digital media player in the BrightSign booth #1440 at the Las Vegas Convention Center, March 7-8.

Combined, the MELD transmitter and BrightSign player deliver unrivaled geographic coverage, the capacity to efficiently transmit multiple HD video streams and the ability to control many receivers wirelessly – all at a dramatically reduced cost, compared to other distribution technologies. These benefits make the solution ideal for signage applications ranging from airports, hotels and restaurants to bars, schools and hospitals.

"The reliability of tapping into a dedicated broadcast channel with the MT300, coupled with the solid-state reliability of BrightSign digital media players, creates a totally new form of digital signage content delivery," said Jeff Hastings, CEO of BrightSign. "For the first time, wireless multi-channel HD video distribution is now easy and affordable."

"BrightSign is a true market leader and visionary in digital signage solutions and we're very pleased to be working with them," said Jordan DuVal President/CEO of MELD Technology Inc. "The MT300 is an excellent accessory for a BrightSign digital media player because it not only eliminates the complexity, clutter and restrictions of connecting cables; it reduces the time and cost for deployment and content distribution. By shrinking the cost and complexity of the same proven technology used by professional broadcasters, businesses of all sizes can now Personal Broadcast their content directly to any DTV."

When asked how the MELD MT300 Personal Broadcast station works with the BrightSign player, DuVal explained that the MT300 converts the BrightSign output into a terrestrial broadcast TV signal that can be received directly over-the-air by the HDTV tuner. Then, an unused channel of the existing broadcast spectrum is used to deliver content to any number of displays.



MELD MT300/BrightSign Player Key Features

- Distributes full HD content from one BrightSign digital signage player to an unlimited number of TVs
- Content appears as a TV channel – no boxes required at each TV/display
- Delivers HD video in real-time, without installing cables or cutting into walls
- Sets up in minutes
- Provides quiet, fan-less operation in a rugged steel chassis
- Low power requirement



Availability

The MT300 is available for use under FCC experimental license only. It is currently going through the FCC certification process targeting commercial release late spring 2012.

BrightSign high-definition, solid-state players and kiosk controllers are available from the [BrightSign Store](#) with prices ranging from US\$284.99 for the HD110 looping playback digital sign player to US\$699.99 for the HD1010w advanced networked digital sign and kiosk controller with interactivity and built-in Wi-Fi.

About BrightSign

BrightSign, LLC, based in Los Gatos, California, develops products, software and networking solutions for digital signage. BrightSign solid-state digital sign controllers set new standards for both stand-alone and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity. Online information about BrightSign units is available at www.brightsign.biz. For US sales inquiries, please contact sales@brightsign.biz or call +1-408-852-9263. For European sales inquiries, please email Pierre Gillet: pgillet@brightsign.biz or call +44-1223-911842. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/pages/BrightSign-LLC/121852744557182>.

About MELD

Headquartered in Sunnyvale, CA, MELD is a privately held company whose mission is to develop IP and systems that leverage broadcast technologies for the transmission of content. MELD is the developer of the industry's first Personal Broadcast Station, a patented product that provides low-cost wireless HD video connectivity solutions for the digital signage, commercial and prosumer HD media distribution markets. With the MELD Box Personal Broadcaster, wireless HD multi-channel HD video distribution is both easy and affordable. For more information, visit <http://www.meldtech.com>.

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