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Monterey Bay Aquarium's New "Hot Pink Flamingos" Exhibition Brings BrightSign Player-supported Exhibits to 70

Cost-effective HD Video, Looping and Interactive Displays Engage, Educate, Inspire Visitors

LAS VEGAS, NV (June 11, 2010) -- [BrightSign](#) announced today that the Monterey Bay Aquarium is using BrightSign digital media controllers to deliver compelling displays for its latest special exhibit, [Hot Pink Flamingos: Stories of Hope in a Changing Sea](#). Since March 2007, when the first 40 BrightSign units were installed, the aquarium has been adding more interactive exhibits with multiple button selections and touch screens and more high-definition video displays. With the addition of 16 HD1010 network-enabled players in the Hot Pink Flamingos exhibition, a total of 70 BrightSign solid-state digital media controllers are in daily use throughout the aquarium.

Located on historic Cannery Row in Monterey, CA, the Monterey Bay Aquarium is one of the premier aquariums in the world and has won many national awards for its permanent and special exhibits. An average of 1.8 million people visit the aquarium each year where the mission is to inspire conservation of the oceans.

As a nonprofit institution, drawing visitors is key to the aquarium's ability to meet expenses. By adding new exhibits that make learning fun for people of all ages, the aquarium continues to attract new and returning visitors.

"The players that drive our digital displays must be affordable—to purchase and maintain," explained Paul Cain, Electronic Imaging and Audio Technical Coordinator for Monterey Bay Aquarium. "We've had BrightSign players operating 16 hours per day, 7 days a week, and have found that their solid-state platform provides significantly greater reliability than our old PC-based systems, so our maintenance costs are less. Their power consumption is also much lower. And, since the video quality is comparable to more expensive solutions, it's a win-win situation. Over the years, BrightSign has added new capabilities while maintaining its affordable pricing structure," he said. "This has enabled us to continue adding more video and features such as touch walls, rotating levers and motion sensors into our exhibits that visitors enjoy."

The newest exhibition to be added, [Hot Pink Flamingos: Stories of Hope in a Changing Sea](#), is a 7,000-square-foot area consisting of six galleries that use BrightSign solid-state standalone and networked

players to deliver HD video and multimedia displays. Like most of the displays at the aquarium, Hot Pink Flamingo exhibition displays have switches that enable visitors to select playback in English or Spanish for video and audio. The HD video, looping and interactive displays tell about the many ways climate change is affecting marine life, oceans and people. Designed to be both educational and entertaining, the exhibits tell about the habitats of wading birds, sea turtles, jellies and colorful coral reef creatures. They also identify the challenges of global warming, tell stories of hope, stimulate questions and empower visitors to make a difference.

Throughout the exhibition, BrightSign-driven displays engage visitors, enhance their experience and invite their participation. Displays such as the interactive map in the “Under Water” gallery enable visitors to view the impact carbon pollution is having on cities around the world. Moving on to the “World of Change” gallery, a BrightSign HD1010 network-enabled player delivers interactive panels where visitors can learn about countries and cities that have set goals for reducing their carbon footprint. Then, in the last gallery, “Make Change, Not Carbon,” a BrightSign-supported interactive display features an innovative kitchen that invites visitors to explore easy ways to reduce their energy use and save money at home. There are also five interactive multimedia stations where visitors can commit to making one change in their daily lives to help reduce their carbon footprint.

In addition to the Hot Pink Flamingo exhibition, BrightSign digital media controllers drive displays in the aquarium’s highly acclaimed permanent Splash Zone exhibit and another temporary exhibit, the award-winning Seahorse exhibition.

“The Secret Lives of Seahorses” Exhibition is one of the nation’s largest and most diverse exhibits of seahorses and related species. It is also one of aquarium’s most popular exhibitions. Featuring four galleries, there are a total of seven BrightSign high-definition players driving five looping video displays and two interactive displays where visitors can have fun learning about seahorses, their methods of camouflage and courtship, predators, and threats to their habitats. Conservation stations within the seahorse exhibit also show visitors how they can help protect these fragile animals.

The **“Splash Zone: Ocean Homes” Exhibit** integrates interactive exhibits and experiences throughout each of its family-oriented galleries. Currently, eight of the exhibit’s displays are supported by BrightSign controllers. Visitors can identify and read about animals found in the Kelp Forest Exhibit through touch screen monitors supported by BrightSign controllers. In an interactive “I Spy” game, families can learn about how animals hide and survive in kelp forest habitats. At the interactive “*Who’s Hiding in the Kelp*,” players search a touch-sensitive wall mural for six hidden fish that are displayed on the video dive card. As each fish is found, it lights up. Once all six fish are found, a video is played. BrightSign units play back the dive card images and reward videos. They also control the buttons, touch wall and LED lighting around each hidden fish.

At another exhibit, children can race each other to grow a giant kelp plant by waving their hands over nutrients and wave circles to supply the three essential things kelp needs to survive: sunlight, nutrients

and moving water. BrightSign players control the kelp growing lights and sunlight as motion sensors are activated. In “Kelp Forest Mysteries,” they can also use scientific tools to collect clues and uncover why a kelp forest isn’t thriving.

One of the more advanced interactive exhibits, “Gulp, Hunt, Filter, Slurp,” challenges children to match sea otters, barnacles and fish with their hunting method and food items. Visitors rotate boxes to match the animal in the video with how it hunts and what it eats. A BrightSign player controls the videos, images and lighting based on input from the button and rotating boxes. Once all three items are correctly aligned, players are rewarded with a high-definition video clip of the animal eating.

“We’re proud to be a part of the exhibits at the Monterey Bay Aquarium because they connect visitors with marine life in ways that can motivate them to help preserve the health of our oceans for future generations,” said Jeff Hastings, CEO of BrightSign. “We look forward to helping them expand their reach with a growing number of compelling displays that engage, educate and inspire more people to start taking even a small step toward conservation.”

Availability, Pricing

BrightSign all-in-one video players and kiosk controllers are available from the [BrightSign Store](#) with prices ranging from US\$284.99 for the HD110 digital sign player and US\$649.99 for the HD1010 network-enabled interactive digital sign and kiosk controller.

BrightAuthor 2.0 software, the central interface for BrightSign single-site and networked digital signage displays, is included free of charge to all BrightSign customers and runs on a standard Windows PC running XP or Vista and Windows 7.

Supported by BrightSign’s network-enabled HD210 and HD1010 high-definition digital sign controllers, BrightSign Network runs on a standard Windows PC running XP or Vista and Windows 7 systems. Subscriptions are available for US\$99 per year per sign. BrightSign customers can request a free 30-day trial of BrightSign Network by visiting:

http://www.brightsign.biz/products/brightsign_network_manager.php

About BrightSign

A division of Roku, Inc. and based in Saratoga, California, BrightSign develops products and software 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 sales inquiries, please contact sales@brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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