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NanoLumens Selects BrightSign To Power Displays in Company's Sales Showroom

BrightSign Digital Signage Players Bring Reliability, Versatility to Showroom at Company's Atlanta Headquarters

LOS GATOS, CA – (June 10, 2013) – [BrightSign, LLC®](#), the market leader in digital signage players, today announced that [NanoLumens®](#), the award-winning any size, shape, or curvature, large-format LED display manufacturer has chosen to install BrightSign's players in the sales showroom at the company's Atlanta, GA headquarters. This engagement is the latest milestone in the companies' long-standing collaboration. BrightSign and NanoLumens work closely on a number of fronts, with BrightSign supplying players for all of NanoLumens' industry trade shows, events and sales demonstrations.

"We enjoy a very close relationship with NanoLumens, and we're pleased that they've entrusted us to power their newly renovated corporate showroom," said Jeff Hastings, BrightSign's CEO. "The fact that they've chosen to install our players is a testament to the performance and reliability that BrightSign is known for."

NanoLumens' 6,000-square foot showroom is located at the company's new 32,000-square foot headquarters in Atlanta, GA. This cutting-edge showroom houses an ever-changing collection of NanoLumens' displays, ranging in size from six to more than 16 feet across. The showroom currently features 14 of the company's displays – an impressive collection of flexible, square, rectangular, circular and even specialty-shaped displays that highlight the diversity of NanoLumens' portfolio. The displays are powered by the XD1230, BrightSign's newest flagship player that boasts a video engine capable of playing two 1080p60 videos simultaneously, as well as the ability to display live HDTV content. In all, a total of six XD1230 units were installed, plus two of BrightSign's HD models to power a very unique mannequin display.

"We invite some of our largest and most important customers into our corporate showroom to demonstrate the full potential of our displays; and to do that, we need players that perform flawlessly, without interruption," said Josh Byrd, director of marketing at NanoLumens. "We need stunning video content to truly demonstrate what our displays are capable of, and BrightSign's new XD players fit the bill perfectly."

All of the players are routed through a Gefen switcher and into NanoLumens' display interfaces, enabling any player to feed content to any of the displays with just the push of a

button. This enables the NanoLumens sales team to present compelling demonstrations, and even switch source content spontaneously to customize the sales experience in real time.

BrightSign's collaboration with NanoLumens extends far beyond the company's showroom. At this year's InfoComm tradeshow in Orlando, Florida, BrightSign's new XD digital signage players will power a half-dozen NanoLumens displays. NanoLumens' 600-square-foot booth (booth #4981) will feature NanoLumens displays ranging from the NanoFlex 112" to the impressive NanoSlim 181", as well as a trio of NanoLumens Design Specific displays – each powered by their own BrightSign XD 1230. In addition, BrightSign's booth (booth #4645) will feature a NanoSlim 114" used to showcase the capabilities of BrightSign's new XD digital signage players.

Pricing & Availability

BrightSign players are available from the [BrightSign store](#). Models range from \$250 - \$700. Distributor pricing is available upon request. BrightSign's BrightAuthor software application runs on all late-model PCs and is included free of charge.

About BrightSign

BrightSign, LLC is the market leader in digital signage players. Based in Los Gatos, California, the company 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/BrightSignLLC>.

About NanoLumens

Headquartered in Atlanta, Georgia, NanoLumens, Inc. (www.nanolumens.com) is a privately held corporation engaged in the research, product development, marketing and sales of unique flexible and fixed large-format LED display solutions in any size, shape, or curvature, that address a yawning technology gap in the \$14 billion digital display industry. Since its founding in 2006, NanoLumens has built a portfolio of more than 20 international families of issued and filed patents on its flexible display technology that effectively address the commercial market void between relatively small flat-panel displays and huge, limited application LED boards. NanoLumens technology is not constrained by standard sizes and shapes, or by the weight, heat, noise and cost issues traditionally associated with commercial LED products.

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