

BrightSign Digital Sign & Kiosk Controllers

LIMITLESS POSSIBILITIES FOR EXCEPTIONAL DIGITAL SIGNS.



COMPLETE PRODUCT LINE



Limitless Possibilities for Exceptional Digital Signs.

Striking a chord with potential customers today requires innovation and vibrancy — the kind of engaging, interactive content only digital signage can offer. BrightSign digital sign and kiosk controllers are the ideal platform to communicate quickly and clearly with content that is dynamic and engaging.

The new BrightSign product line offers a wide range of solutions and prices, each tailored to meet the requirements of a specific category of digital signage. All our models are physically compact, making them easy to place out of sight. In addition, all deliver full HD-quality content for vibrant, high-impact, sharp and colorful displays. From simple looping playlists to all-inclusive interactive and networked solutions, BrightSign has a model for you.

All BrightSign models offer their astonishing HD quality from a reliable, easy-to-use, solid state platform. All provide simple looping video or stills, zones and text ticker capabilities. Our more sophisticated models add interactivity and control, synchronization and networking capabilities. With BrightSign, there is no simpler way to improve sales, boost your brand or deliver an unforgettable message to any audience.

LOOPING

**BrightSign®** | HD110

INTERACTIVE

**BrightSign®** | HD410**BrightSign®** | HD810

NETWORKED

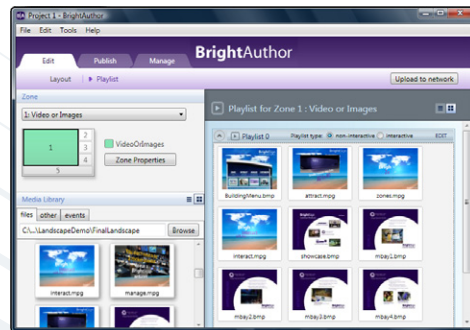
**BrightSign®** | HD210**BrightSign®** | HD1010**BrightSign®** | HD210w**BrightSign®** | HD1010w

EASY TO USE

BrightSign truly makes deploying digital signs a breeze. Everything you need is included - the hardware, the software and the networking capabilities.

You provide the content files — photos, video, audio files — in industry standard media formats you're already familiar with. Then use the included BrightAuthor PC application to create your presentation and publish it to an inexpensive SD memory card. Plug the card into your BrightSign controller, and you're done. No complex code writing or IT support required.

BrightAuthor takes the guess work out of creating presentations using simple templates and tools for building both full screen and multi-zone looping displays. It even supports interactivity, synchronization and networking features to update content remotely.



Touchscreen interactivity and vibrant, changing images bring museum exhibits to life. The BrightSign controller (inset) easily and unobtrusively fits within the exhibit itself.

ASTONISHING FULL HD QUALITY

Every one of the compact BrightSign models support full HD at 1080p resolutions, the most current standards for today's media. Output can be via HDMI, component or VGA. BrightSign uses advanced video decoding engines and scaling hardware to supply superior video quality to every type of display or touch screen. All of this is available at a fraction of the cost of alternative, PC-based solutions.



RELIABLE, SOLID STATE PLATFORM

BrightSign products are designed specifically for digital signage applications, and are built from the ground up for high reliability. They contain no failure-prone moving parts, are protected by durable steel enclosures and subjected to rigorous thermal and environmental stress testing before being approved for production. Our software runs on a slim, robust operating system designed to deliver your message - not run a suite of PC applications. With BrightSign, failures due to PC instability are a thing of the past.

INTERACTIVITY AND CONTROL

Move beyond the realm of basic looping displays with BrightSign controllers by adding interactivity. BrightSign supports a wide range of interactivity options such as buttons, touch screens, GPIOs, serial ports, USB devices and more. The included BrightAuthor PC application makes creating and publishing interactive playlists simple and dependable. Using intuitive tools and drag and drop methodology, interactive playlists can be created by easily linking content files together with triggers or controls. Plus, internal memory can be used to track and capture usage statistics, which can then be extracted — locally or via remote connection — for use creating reports and understanding how users are interacting with the display.

But regardless of equipment reliability, in the real world, with thousands of installations, problems can arise. Memory card failures, network connectivity issues and power outages occur. To counter the challenges of the real world, and manage these contingencies, BrightSign controllers have multiple recovery features built in. From software restore modes to failed network auto-recovery modes, we've planned for the contingencies and built our products to handle them in stride.

Powerful Zones, Scheduling and Synchronization

Clock Zone: Real-time clock & date display



Video Zone: Superior HD quality video

Ticker Zone: Scrolling text or RSS feeds

Image Zones: Looping HD images with stylish transitions

Custom Themes: Supports any TrueType™ font & background image

ZONES

Use industry standard “zones” to playback multiple content files on a single screen.

- Split your screen into as few or as many separate content windows as you need
- Control each zone with its own playlist
- Easily create your own zones display using BrightAuthor
- Use zones to display video, images, RSS content, weather, clocks, and more

SYNCHRONIZATION

Create a unique wall of linked and synchronized displays.

- Synchronize using Ethernet
- Create synchronized playlists with BrightAuthor
- Assign one BrightSign unit as a “master” and the others as “slaves”
- Create video walls
- Design content that moves from screen to screen

SCHEDULING

Make your messaging more relevant by scheduling automatic content changes based on date or time.

- Schedule automatic content changes based on time-of-day or day-of-week
- Real-time clocks provide scheduling for stand-alone models
- Networked models set their clocks automatically
- Change schedules remotely on networked models

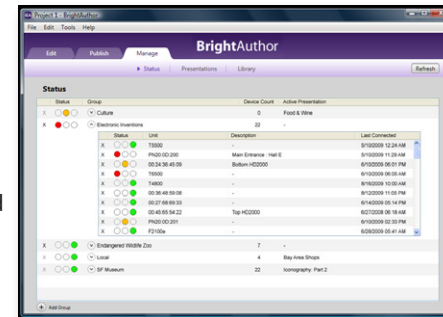
Floor-projected aerial image uses 60 synchronized BrightSign controllers

A sophisticated public art exhibit thrilled visitors at the International Triennial Apeldoorn Festival in the Netherlands. Using 60 synchronized controllers, the display cycled through 10 different aerial views of the Netherlands and complemented a video wall of corresponding landscapes driven by three additional BrightSign controllers.



Versatile Networking Options

BrightSign offers multiple networking options that make delivering remote content to one or one hundred units a breeze. Our sophisticated networking options offer convenient remote content updates and the ability to playback network delivered content. From our free basic networking options to our all-inclusive hosted networking solution, BrightSign makes networking easy and affordable for any situation.

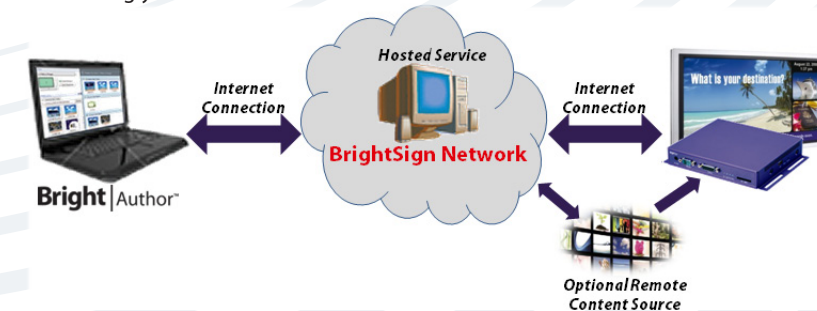


FREE BRIGHTSIGN NETWORKING SOLUTIONS

Our simplest BrightSign networking solutions are ideal for basic, low-maintenance situations where simplicity is key. Through our easy-to-use BrightAuthor PC application, you'll be able to network your remote units either over the Internet or on a local area network. Then you can easily send files and updates to your remote BrightSign controllers. Best of all, this option is free.

BRIGHTSIGN NETWORK

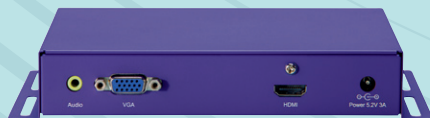
BrightSign Network is an affordable and scalable hosted networking service appropriate for both small and large networks alike. It provides a complete network solution with security, network monitoring, advanced scheduling and reporting. BrightSign Network also includes an intuitive user interface within the BrightAuthor PC application for managing and maintaining your network with ease.



Models At A Glance

PLAYLIST PLAYBACK SOLUTION

For simple looping video playback, the HD110 is the model for you. Easy-to-use playlists created using the BrightAuthor PC application tell BrightSign how to play back your content. Zones, a key feature of all BrightSign controllers, enable you to display multiple rich and vibrant content files on a single screen. Content updates are performed easily by simply inserting an SD memory card containing the new content.



HD110

- True HD video
- HDMI and VGA connectivity
- BrightAuthor PC application
- Playlist support and looping media
- Zones with support for video, images and text tickers
- Compact and easily mounted
- Aggressively priced

CUSTOM INTERACTIVITY SOLUTIONS

BrightSign is the leader in delivering interactivity with simplicity and ease. We offer two models designed specifically for stand-alone interactivity. Their capabilities range from supporting basic GPIO (general purpose inputs and outputs) buttons and serial control devices to advanced interactivity using touch screen USB devices, depending on your needs.

HD410

Offers all the features of the HD110 and adds:

- Interactive playlist support via BrightAuthor
- GPIO and serial ports for interactivity and control:
 - Button inputs
 - Projectors
 - Show controllers such as AMX® and Crestron®
 - Lighting controls
 - Motion sensors



HD810

Offers all the features of the HD410 and adds:

- Component video support
- Additional audio and GPIO controls via Expansion Module
- USB device support including touch screens, USB speakers, barcode scanners and more
- Real-time clock for content playback scheduling
- Live video playback via the Live Video Module
- USB dongle content update support



NETWORKED SOLUTIONS

BrightSign networking solutions deliver remote content to installed units quickly and easily without ever leaving the office. Support for reporting, scheduling, network management and synchronization are also provided.

All of the networking models support the following networking and Ethernet features:

- Ethernet synchronization for multi-screen video wall applications
- Remote content updates via BrightAuthor
- Networked content delivery such as RSS feeds and more
- Free simple and local networking solutions
- BrightSign Network hosted service:
 - Group networking for targeted content updates
 - World class security, redundancy and fail-safe modes
 - Real-time reporting for ad playback confirmations

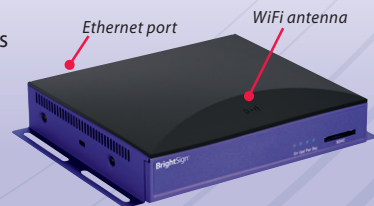
HD210

The HD210 is the right choice for simple looping playback applications that require remote content updates through an Ethernet network connection.



HD210w

The HD210w offers all the features of the HD210 while providing flexibility in selecting your preferred network connection method - Ethernet or wireless. The built-in WiFi antenna lets you connect to a wireless network without having to install an adaptor or cabling and supports 802.11a/b/g/n protocols.



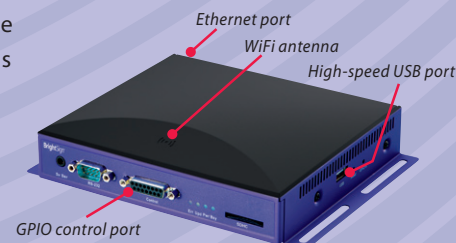
HD1010

The HD1010 is an all-inclusive BrightSign solution and provides all the features and capabilities of each model and adds Ethernet networking and synchronization. It is the go to model for both looping playback and advanced interactive applications.



HD1010w

The HD1010w offers all the same features of the HD1010 and adds built-in wireless (802.11a/b/g/n) networking so that only a simple power connection is required to run it and can get content updates remotely.



MODEL COMPARISON

FEATURES	HD110	HD210 and HD210w	HD410	HD810	HD1010 and HD1010w
PRODUCT POSITIONING	High-definition looping full-screen & zones player	High-definition looping full-screen & zones player with networking	High-definition player with button interactivity	High-definition player with full interactivity & A/V options	High-definition player with full interactivity, A/V options & networking
Dimensions (does not include mounting brackets or connectors)	168mm (W) x 149mm (D) x 30mm (H) or 6.6" (W) x 5.9" (D) x 1.2" (H)				
Weight	630 grams or 20.3 oz				
Power	5V / 3.0A				
Multi-Country Power Supply & Regulatory Approvals	X	X	X	X	X
Built-in Wall Mounting Brackets	X	X	X	X	X
1 Year Warranty, Parts and Labor	X	X	X	X	X
MEDIA FORMATS					
Video: MPEG-2, H.264/MPEG-4 part 10	X	X	X	X	X
Images: BMP, JPEG, PNG	X	X	X	X	X
Audio: MP3 & HDMI	X	X	X	X (SPDIF AC3 5.1 pass through via Expansion Module)	X (SPDIF AC3 5.1 pass through via Expansion Module)
DISPLAY RESOLUTIONS					
1080p (via HDMI only)	X	X	X	X	X
1080i, 720p, 576p, 480p (HDMI)	X	X	X	HDMI & Component	HDMI & Component
1360x768 , 1024x768 (HDMI & VGA)	X	X	X	X	X
CONNECTORS					
SDHC Slot	X	X	X	X	X
VGA Out	X	X	X	X	X
Component Video Out				X	X
HDMI Out (DVI via adaptor)	X	X	X	X	X
GPIO Control Port (8 bi-directional)			X	X	X
RS232			X	X	X
5V Serial Mini Jack			X	X	X
Reset Button				X	X
USB High-Speed Host Port				X	X
Ethernet 10/100		X			X
Analog Stereo Audio Out (stereo 1/8" jack line level)	X	X	X	X	X
LEDs: Error, Update, Power, Busy	X	X	X	X	X

BrightSign Complete Product Lineup

FEATURES	HD110	HD210 and HD210w	HD410	HD810	HD1010 and HD1010w
Looping Playlist Support	X	X	X	X	X
Basic Interactivity via GPIO Port for Buttons, LEDs, etc.			X	X	X
Usage Statistics	X	X	X	X	X
Advanced Interactivity (supports buttons, touch screens, LEDs, GPIOs, serial devices and any USB device such as speakers, keyboards, mice, barcode scanners and more)				X	X
Real Time Clock with SuperCap				X	X
Playback Scheduling		X		X	X
Synchronization (multiple-display synchronization for video walls)		X (Ethernet)			X (Ethernet)
Zones (multiple content windows displayed on single screen)	X	X	X	X	X
Text Ticker Feed and Subtitles	X	X	X	X	X
RSS Feeds		X			X
Ethernet Networking Support (HD210w & HD1010w add support for WiFi 802.11a/b/g/n)		X			X
Secure USB Thumb Drive Content Update				X	X
ACCESSORIES					
Expansion Module (see below)				X	X
Live Video Module (see below)				X	X
VGA Converter Module (allows playback of SD video on displays with only S-Video and Composite Video inputs).	X	X	X	X	X
WiFi Bridge Support (see below)		X			X

Expansion Module

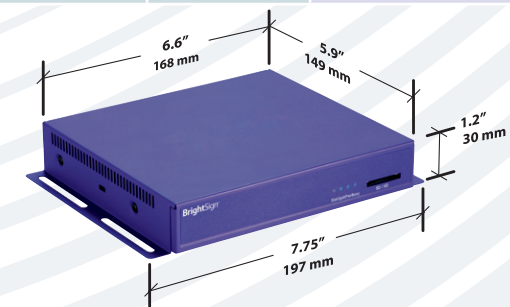
- Provides additional audio and headphone ports for the BrightSign HD810, HD1010 and HD1010w models
- Connects via USB to BrightSign
- Includes 2 additional USB host ports, 18 bi-directional GPIOs, optical SPDIF output, DIP switch, 3 analog stereo audio outputs (each is switchable between line level and headphone output)
- Can be powered by BrightSign, or, optionally, by an external power supply when using more power

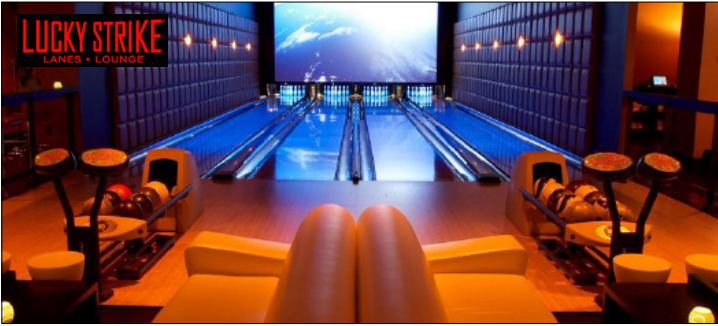
Live Video Module

- Provides a live Standard-Def TV video feed to BrightSign for display
- Connects via USB to BrightSign

WiFi Bridge Support

- Supports standard WiFi Bridges (Game Adapters) via an Ethernet connection. See website for approved devices.





ITMIS selected BrightSign with networking to deliver art and advertising to numerous Lucky Strike upscale bowling alleys across the nation. According to ITMIS CEO Thomas Martino, “We selected BrightSign specifically because it’s so easy to install, configure and extend. The outstanding video quality was also a key factor; as was the intuitive BrightSign Network Manager solution for remote content management.”



TMM Communication has implemented one of the largest retail digital sign networks in Europe. Over a thousand BrightSign units are deployed in FNAC retail stores, a leading chain of cultural and technology products. “BrightSign’s reliable and feature-rich digital sign controllers are ideal for system integrators to offer affordable, yet powerful digital sign solutions,” says Michel Baronnier, CEO of TMM Communication.



“BrightSign provides video quality comparable to more expensive and complicated solutions, but with much greater reliability. The affordability and interactive capabilities of these units has enabled us to install more video, touch walls, levers – even motion sensors – into our exhibits than ever before,” says Paul Cain, EIA, Technical Coordinator for Monterey Bay Aquarium.

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