

BrightSign Digital Sign & Kiosk Controllers

SMALLER SOLUTIONS. WIDER VARIETY. ALL IN HD.



COMPLETE PRODUCT LINE



Smaller Solutions. Wider Variety. All in HD.

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 now physically compact, making them easy to place out of sight. And 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 HD VIDEO AND PLAYLISTS

BrightSign™ | HD110



INTERACTIVITY AND CONTROL

BrightSign™ | HD410



BrightSign™ | HD810



NETWORKING FOR REMOTE CONTENT DELIVERY AND REPORTING

BrightSign™ | HD210

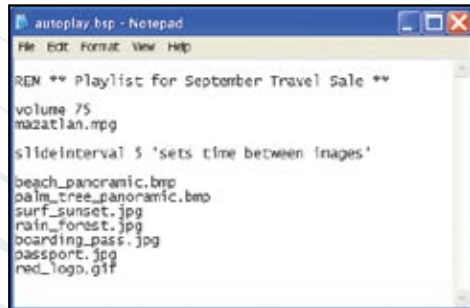


BrightSign™ | HD1010



BrightSign Digital Sign & Kiosk Controllers – without the PC.

BrightSign can be controlled with a simple text playlist that indexes the media files you want to play and loop. For interactivity with buttons or touch screens, BrightSign supports interactive playlists. You create your media files — photos, video, audio files — using off-the-shelf tools you're already familiar with. Then simply copy those files 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. Everything you need is included with BrightSign — the hardware, the software and the networking support. There is no need to integrate separate or disparate components.



```
autoplay.bsp - Notepad
File Edit Format View Help
REM ** Playlist for September Travel Sale **
volume 75
mazatlan.mpg
slideInterval 5 'sets time between images'
beach_panoramic.bmp
palm_tree_panoramic.bmp
surf_sunset.jpg
rain_forest.jpg
boarding_pass.jpg
passport.jpg
red_logo.gif
```



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 supports 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 built from the ground up for 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 and hardware, from inception, is purpose-built for digital signage. With BrightSign, failures due to PC instability are a thing of the past.

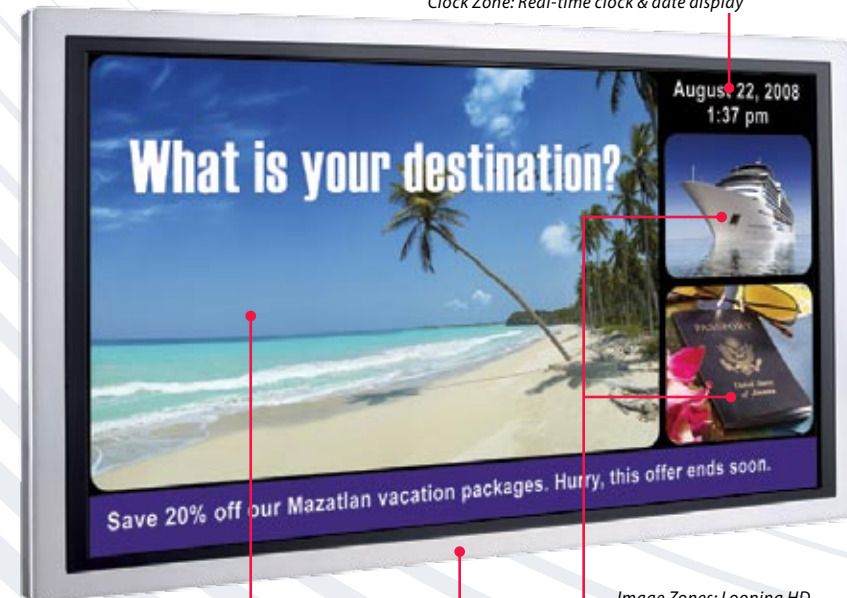
INTERACTIVITY AND CONTROL

BrightSign controllers make adding interactivity straightforward and without the need to implement or provision any exotic software. Our interactive playlists support buttons, touch screens, GPIO, serial ports, USB devices and more. Plus, if you want to move out of the realm of interactive playlists, you can use the included BrightScript for complete control and custom applications. Moreover, 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 ticker feeds

Image Zones: Looping HD images & stylish transitions

Custom Themes: Supports any TrueType™ font & background image

ZONES

Use industry standard “zones” — as you would find in an expensive PC — to divide your content.

- 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 a simple wizard application
- Use zones to display video, images, RSS tickers, clocks, and more

SYNCHRONIZATION

Create a unique wall of linked and synchronized displays.

- Synchronize using either GPIO, serial, or a network connection
- Simple scripts 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

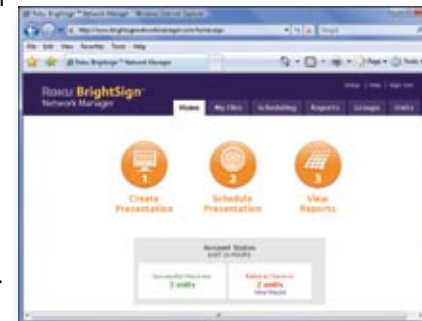
Floor-projected aerial image uses 60 synchronized BrightSign controllers

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 network options are based on standard Web technologies and offer high security and fail-safe features to ensure controllers stay up and running even under the worst circumstances. We offer a variety of networking solutions to meet your needs.

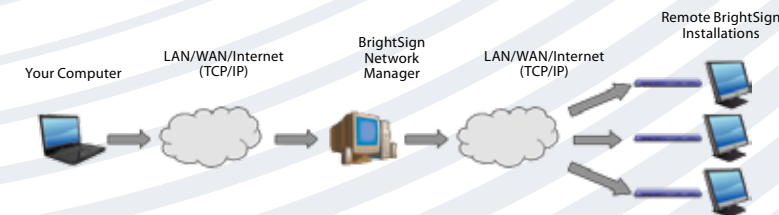


BRIGHTSIGN SIMPLE NETWORKING

Our simplest BrightSign networking solution is ideal for basic, low-maintenance situations where simplicity is key. Through our easy-to-use application installed on your server, you'll be able to network your remote units, then easily send files and updates to your remote BrightSign controllers. Best of all, this option is free.

BRIGHTSIGN NETWORK MANGER

This option is a perfect match for installations that require full-featured remote content updating, reporting and scheduling capabilities. This all-inclusive option uses a secure, Web-based application that provides tools to create presentations, schedule updates, manage multiple groups of displays and review real-time reports from anywhere you can connect to the Internet. BrightSign Network Manager is free if you host it and very affordable if we do.



Models At A Glance

PLAYLIST PLAYBACK SOLUTION

For simple looping video playback, the HD110 is the model for you. Easy-to-use playlists tell BrightSign how to play back your content — just type a text file list of files to loop and you're done. Zones, a key feature of all BrightSign controllers, enable you to display multiple rich and vibrant images 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
- 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 buttons and lights to advanced interactivity using USB devices and touch screens, depending on your needs.



HD410

Offers all the features of the HD110 and adds:

- Interactive playlist support
- GPIO (general purpose inputs and outputs) and serial ports for interactivity and control:
 - Button inputs
 - Lighting controls
 - Synchronization
 - Projectors
 - Industry standard centralized control systems



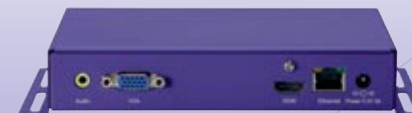
HD810

Offers all the features of the HD410 and adds:

- Component video support
- Expansion Module support for more audio outputs and GPIO controls
- Touch screen and USB device interactivity
- USB speaker support
- Real-time clock for content playback scheduling
- Live video in a window via our USB video input accessory
- 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 and security is also included.



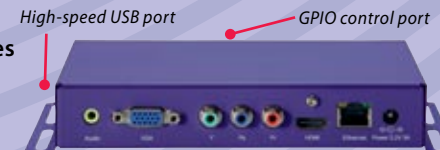
HD210

Offers all the features of the HD110 and adds:

- Remote content update capabilities
- Networked RSS feeds for news, weather and more
- Real-time reporting for ad playback confirmations
- Group networking capability for targeted content updates
- BrightSign Simple Networking or BrightSign Network Manager support
- World class security, authentication
- Redundancy and fail-safe modes

HD1010

- This model rolls all the capabilities of our products into a single unit



MODEL COMPARISON

FEATURES	HD110	HD210	HD410	HD810	HD1010
PRODUCT POSITIONING	High-definition playlist & zones player	High-definition playlist & 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, WAV, WMA, AC3 stereo, HDMI & SPDIF AC3 5.1 pass through	X	X	X	X	X
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	HD410	HD810	HD1010
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
Advanced Interactivity (supports buttons, touch screens, LEDs, and any USB device such as speakers, keyboards, mice, more)				X	X
Real Time Clock with SuperCap				X	
Playback Scheduling		X		X	X
Synchronization (multiple-display synchronization for video walls)			X (GPIO or Serial)	X (GPIO or Serial)	X (GPIO, Serial or 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 Ticker Feed		X			X
Networking for Remote Content Delivery and Reports (via BrightSign Network Manager or BrightSign Simple Networking options)		X			X
Secure USB Thumb Drive Content Update				X	X
ACCESSORIES					
Expansion Module (see below)				X	X
Live Video Feed Adaptor (see below)				X	X
Wi-Fi Adaptor (see below)					X

Expansion Module

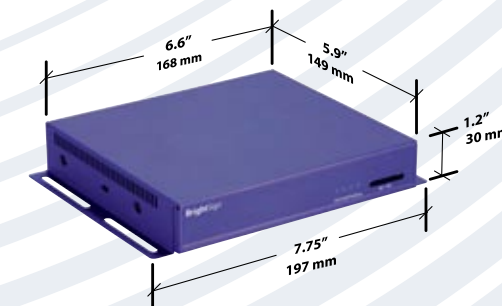
- Provides additional audio and headphone ports for the BrightSign HD810 and HD1010 models
- Connects via USB to BrightSign
- Includes 2 additional USB host ports, 18 bi-directional GPIOs, optical SPDIF output, DIP switch, 3 analog stereo audio outputs (each is switchable between line level and headphone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

Live Video Feed Adaptor

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

Wi-Fi Adaptor

- Provides Wi-Fi networking support
- Conforms to 802.11g standards, with WEP & WPA security
- Connects via USB to BrightSign





Bose® retail locations use BrightSign controllers to power thousands of signs and interactive product displays worldwide. Low-cost VGA screens, buttons and use of multiple audio options ensure rich consumer experiences within controlled budgets.



"The value, simplicity and range of features offered by BrightSign players is far superior to the PC-based solutions we used previously, which required a variety of software packages. BrightSign quality is outstanding," says Chris Porter of Flasma, which created a BrightSign-driven public art display built into a sidewalk.



"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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