



BrightSign®

THE MARKET LEADER IN DIGITAL SIGNAGE MEDIA PLAYERS

EVERYTHING YOU NEED FOR SOPHISTICATED DIGITAL SIGNAGE

Powerful Performance And Reliability

Designed exclusively for digital signage, BrightSign's slim OS delivers superior signage capabilities and exceptional Full HD video quality with a solid-state platform you can depend on. This PC-less solution delivers the absolute highest standard of reliability and affordability. Plus, our green, energy-efficient device consumes less power to help keep operating costs down.

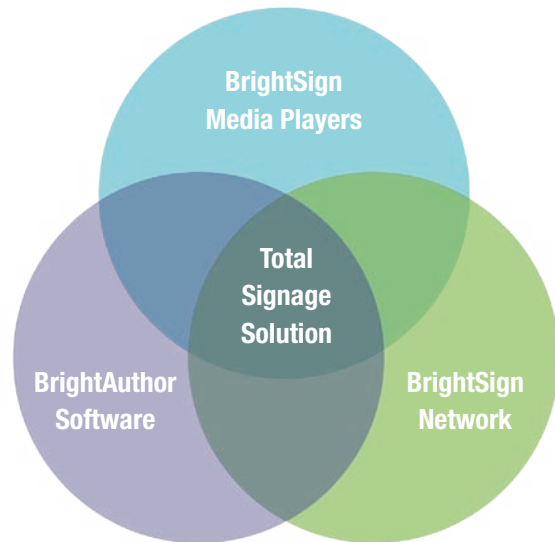


Easy To Use, Sophisticated Features

Full HD 1080p60 video, Live HDTV and Live Text, HTML5, powerful video decode and scaling technology, advanced interactive options. With BrightSign, you get dynamic results without difficulty. Bypass the digital signage learning curve completely with BrightSign's abundant, easy-to-use features and simple presentation creation tools for building multi-screen video walls, multi-zone screen layouts and more. Hook your audience with dynamic content integration and engaging interactive controls. BrightSign's abundance of sophisticated features means that you'll be limited only by your imagination.

All Inclusive Options

All BrightSign models include free BrightAuthor software, providing an easy way to create and publish presentations using an intuitive drag and drop interface. Our network-enabled models include free networking solutions as well as options for measurement and feedback reports, content management and network administration tools. With a wide range of networking options and feature-rich software available in multiple languages, BrightSign offers the best-equipped signage solution on the market today.



EXCEPTIONAL CAPABILITIES. INFINITE POSSIBILITIES.



Powerful Video Engine

BrightSign XD models feature an advanced video decoding engine with superior scaling technology that delivers pristine 1080p60 video, and uncompromised decoding capable of playing two 1080p60 videos simultaneously, as well as 3D content.



Live HDTV

BrightSign XD brings Live HDTV to your signage with an ATSC/Clear QAM tuner that plays cable TV or closed circuit TV broadcasts, and an HDMI input that plays any broadcast content – even protected HDCP content.



HTML5

Now web designers can easily build content to run on BrightSign XD using the development tools they know well.



Touch & Swipe

BrightSign's touch screen support now includes the popular 'swipe' interactivity, and only BrightSign includes the free BrightAuthor software to easily create these interactive playlists and touch areas using a simple visual-based drawing tool.



Video Walls

Synchronized playback between multiple video displays including non-standard display shapes and mixed screen orientation can be coordinated with lighting systems and music to create immersive experiences.



Interactivity

Trigger transitions and playback from virtually any type of interactive device including barcode scanners, motion sensors, RFID, GPIO, USB button controls, touch screens, mice and much more!



Zones

Playback multiple content types and multiple videos on a single screen using zones. You can even play video and audio playlists independently from a single player.



UDP Control

Interact with signage via mobile devices, deliver emergency messaging, integrate with databases, show controllers, etc.



RSS & Social Media Feeds

Live RSS, Twitter and Flickr feeds can be displayed to link your signage to literally any RSS data feed available.



Live Text

Live Text fields can be integrated anywhere in your presentation to instantly update content without republishing the entire presentation. Perfect for menu board pricing, waitlists, transportation schedules and more!



Geo-Fencing

Play content targeted to the current location of your moving digital signage. Simply plug a GPS dongle into the BrightSign USB port, identify your geo-coordinates using Google maps, assign an interactive playlist to the geo-fenced area as a trigger event, and go!



IP Streaming

Easily connect to IP cameras to stream Full HD video over a local area network in full screen or zoned layouts.



Networking

BrightSign's networked models make it easy to update content, playback live content, monitor and manage your digital signs remotely.

BRIGHTSIGN XD

**EXCEPTIONAL PERFORMANCE.
ENGAGING SOPHISTICATION.**

Introducing the industry's first line of solid-state digital sign players with PC-class performance. State-of-the-art technology includes an advanced video decoding engine with superior scaling technology that delivers pristine 1080p60 video and supports 3D content. The video engine is capable of decoding two 1080p60 videos simultaneously. BrightSign XD brings Live HDTV to your signage using an ATSC/Clear QAM tuner or HDMI input. The ATSC tuner is used to play cable TV or closed circuit TV broadcasts, and the HDMI input to play any broadcast content – even HDCP protected content. All models support HTML5 so content creators can use familiar development tools. And BrightSign's usual touch-screen interactivity is enhanced with touch/swipe control.



XD230 Networked Player

Powerful video engine capable of dual Full HD 1080p60 video decoding and simultaneous content playback from local, networked and streaming sources. Abundant content support including HTML5 and 3D content.



XD1030 Networked Interactive Player

All the features of XD230 plus a diverse range of interactive controls such as touch, swipe, GPIO, serial, USB, UDP and mobile devices, for engaging interactive displays.



XD1230 Networked Interactive Player with Live HDTV

Includes all the features BrightSign offers plus Live HDTV playback, so you can play content from any broadcast channel (even HDCP protected content) via the HDMI input and content from cable TV or closed circuit TV broadcasts via the ATSC/Clear QAM tuner.

BRIGHTSIGN HD

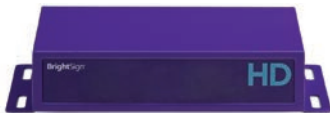
AFFORDABLE MEDIA PLAYERS DEPLOY WITH EASE AND OPERATE WITH CONFIDENCE

The original BrightSign HD models are based on advanced technology that delivers highly reliable performance at a very affordable cost. Customers enjoy a powerful media-handling platform along with BrightSign's signature ease of use for simple plug and play content, robust interactive kiosks and dynamic live content features. BrightSign HD models support a wide variety of applications from stand-alone displays to networked solutions with engaging interactivity.



HD120 Basic Interactive Player

Bring your stand-alone display to life with our most affordable, Full HD solution that offers simple GPIO interactivity and our signature ease-of-use and integration.



HD220 Networked Looping Player

Enjoy easy, networked content updates and live data feeds along with flawless video playback and Ethernet synchronization.



HD1020 Networked Interactive Player

Engage your audience with a wide range of interactive options using GPIO, USB, serial and UDP commands, while delivering networked content for a truly impressive display.

BRIGHTSIGN AU320

AU320 Commercial Audio Distribution

Based on the BrightSign HD platform, the BrightSign AU320 is a commercial audio distribution and management system for music and messaging; easily synchronized with digital signage installations for a compelling audio/video experience.



INTEGRATED DISPLAY SOLUTION FEATURING BRIGHTSIGN

BrightSign's complete line of digital sign controllers have been integrated into a new display package provided by Bi-Search International, Inc. (BSI). This all-inclusive digital signage solution includes BSI's Full HD commercial grade display and a mounted and connected BrightSign player. Highly affordable and simple to deploy, this packaged solution supports a wide variety of applications from basic looping videos to engaging interactivity, synchronized video walls, networking, and more.

Features

- BSI commercial monitor, 42" or 47" Full HD utilizing LG Display's IPS technology
- Display can be mounted in landscape or portrait mode
- BrightSign player pre-mounted and connected to power and HDMI
- BrightAuthor software for easy creation, publishing and networking of presentations
- BrightControl functionality to control screen functions such as power and volume via the HDMI connection using CEC commands



POWERFUL, PORTABLE SIGNAGE

Engineered to meet the highest standards in quality and reliability, the BrightSign TD1012 solid-state tabletop display tower is a freestanding, all-inclusive digital signage solution.

Ready to use right out of the box (no PC, external power or wiring required) the BrightSign TD1012 features an attractive yet durable steel enclosure with a built-in 12.5" screen and solid-state media player.

The battery-operated TD1012 can be placed exactly where signage is most needed – and its wireless networking keeps content fresh and relevant. Simply add your content for an instant digital sign that fits easily on a merchandise table, checkout counter or window display.

BrightSign TD1012

- Built-in solid-state media player
- Looping playback of videos and images
- 12.5" high resolution portrait screen
- Battery life of more than 12 hours
- SD or USB card slot for content storage
- Wi-Fi networking support 802.11 a/b/g/n
- Custom paint colors optional
- Rear power switch and adaptor plug
- Includes power adaptor
- Dimensions: 10.5 x 19.9 x 9.9" or 266.7 x 505.5 x 251.5mm (*wxhxd*)
- Weight: 25 lbs / 11.5 kg



FREE BRIGHTAUTHOR SOFTWARE

EASY CREATION, PUBLISHING & MANAGEMENT OF PRESENTATIONS

BrightSign's free BrightAuthor PC application takes the guesswork out of creating, publishing and managing presentations. BrightAuthor provides an intuitive drag-and-drop interface, as well as the templates and tools to build and distribute engaging signage.

Create

Design custom presentations with any number of zones to build looping or interactive playlists.

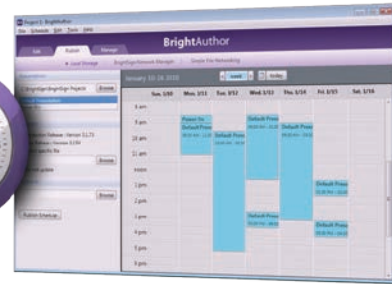
- Enjoy intuitive visual tools to support any number of zones, simultaneous multiple video playback, Live TV, streaming media, images, tickers, RSS feeds and more.
- Simple drag and drop of content into playlists builds looping displays effortlessly.
- Use simple interactive widgets to trigger content playback from a touch, swipe, button push, sensed motion, mobile command, barcode scan and more.
- Keep content fresh using simple URL links to incorporate live content such as Live Text or RSS and social media feeds from Twitter or Flickr.
- Synchronize playback across multiple displays for video wall applications or between zones for coordinated content playback.



Publish

Create a complete presentation packet that's ready to distribute and playback on BrightSign devices.

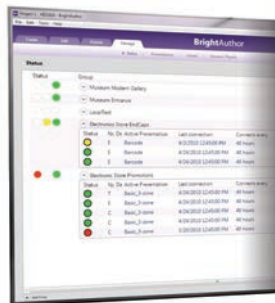
- Intuitive calendar scheduling and day-parting tool.
- Automatically builds and packages content, playlists and controls to ensure a flawless presentation.
- Effortless distribution of presentations to memory cards or a network location.
- Publish once, yet update often - dynamic playlists let you independently refresh a set of content without republishing the entire presentation.



Network

Access your BrightSign Network account to distribute, manage and monitor your presentations, networked units and content library remotely.

- Secure logon automatically configures access to network account capabilities based on user assigned permissions.
- Conveniently monitor and manage the activity and status of players remotely.
- Easily distribute presentations across a multitude of players and network groups.
- Remotely host and manage your content library.



BRIGHTSIGN NETWORKING SOLUTIONS

BRIGHTSIGN NETWORK

BrightSign offers multiple networking options that make delivering remote content to one or one hundred units a breeze. BrightSign Network is an affordable and scalable, subscription-based hosted service, providing the complete infrastructure to serve and support your digital signage network. It makes delivering remote content to one or many players a breeze, and frees you from the complexities of hosting and maintaining your own content-distribution network. BrightSign Network provides you with the tools and interface to:

- Distribute presentations
- Monitor the activity and status of displays
- Assign user roles and permissions from a remote location
- Perform network administrator functions
- Manage networked players



BRIGHTSIGN NETWORK ENTERPRISE EDITION

Created for organizations that must ensure the security of their data by maintaining their own private network, this packaged version of the BrightSign Network is available to qualified customers.

- Host your own network to manage BrightSign players
- Use all the features of BrightSign Network
- Create accounts and divide user accounts into specific roles for managing the network
- Sell subscriptions for use of your hosted network
- Manage your network within the security of your own server and firewall

Recommended for large networks with special hosting requirements, and a dedicated IT staff with advanced skills.

BrightSign Network Access

Access the BrightSign Network using two applications — the desktop-based BrightAuthor software and the browser-based BrightSign Network Web UI.



FREE NETWORKING SOLUTIONS

Our free networking solutions are ideal for managing a small number of players in basic, low-maintenance situations where simplicity is key. Through the easy-to-use BrightAuthor PC application, you'll be able to network remote units either over the Internet or on a local area network, then easily send files and updates to remote BrightSign controllers.

Simple File Networking

- Distribute presentations to BrightSign players through a web folder
- Allows bandwidth throttling (specifying limits for content downloads within certain time periods)
- Convenient for managing players beyond the limited area of a local network

Local Area Networking

- Distribute presentations to BrightSign players through a local network
- Convenient for management without an Internet connection
- Updates players immediately – eliminates waiting for players to poll the web server

PRODUCT FEATURE COMPARISON TABLE

MODEL	HD120	HD220	HD1020	XD230	XD1030	XD1230
	Basic Interactive Player	Networked Looping Player	Networked Interactive Player	Networked Player	Networked Interactive Player	Networked Interactive and Live HDTV Player
VIDEO ENGINE PROCESSOR						
Up to 256 MB of DRAM	X	X	X			
Up to 1 GB DRAM				X	X	X
VIDEO ENGINE DECODER						
Decodes @ 25 Mbit/s	X	X	X	X	X	X
1920x1080@60p dual decoding				X	X	X
MEDIA FORMATS						
Video Codecs: MPEG-1, MPEG-2, H.264, WMV	X	X	X	X	X	X
Video Containers: MPEG-2 transport and program streams, AVCHD/BD-AV, ASF, MP4	X	X	X	X	X	X
3D Video Codecs: MVC				X	X	X
3D Capability (side-by-side, top-over-bottom)	X	X	X	X	X	X
3D Capability (frame packing)				X	X	X
Images: BMP, JPEG, PNG	X	X	X	X	X	X
Audio: MP2, MP3, AAC, and WAV (AC3 is passed through)	X	X	X	X	X	X
HTML5 Support				X	X	X
DISPLAY RESOLUTIONS*						
PAL/NTSC	X	X	X	X	X	X
1080i/p, 720p, 576i/p, 480i/p	X	X	X	X	X	X
800x600x60/75p, 1024x768x60/75p, 1280x768x60p, 1280x800x60p, 1360x768x60p	X	X	X	X	X	X
1280x960x60p, 1280x1024x60p, 1440x900x60p				X	X	X
HARDWARE INTERFACES						
Locking Power Connector				X	X	X
SD Slot for SDHC and SDXC	X	X	X	X	X	X
Storage via SDXC (up to 2TB)	X	X	X	X	X	X
Internal MicroSD Slot				X	X	X
USB High Speed Host Port			X		X (2 ports)	X (2 ports)
GPIO Port (8 bi-directional)	X		X		X	X
RS-232 Serial Port			X		X	X
3.5mm Analog Stereo Audio Out	X	X	X	X	X	X
S/PDIF Out					X	X
3.5mm IR Out				X	X	X

MODEL	HD120	HD220	HD1020	XD230	XD1030	XD1230
HARDWARE INTERFACES (CONTINUED)						
HDMI Out	X	X	X	X	X	X
VGA Out (Component Video, Composite/S-Video)	X	X	X	X	X	X
RF Input						X
HDMI Input						X
Ethernet 10/100		X	X	X	X	X
Status LEDs	Power, Error, Busy, Update			Power, Error, Update, Network, Wi-Fi, Ethernet, Micro SD, SD		
Reset Button	X	X	X	X	X	X
FEATURES						
Looping Playlists & Multiple Content Zones	X	X	X	X	X	X
Multiple Video Zones				X	X	X
Accelerated JPEG Decompression				X	X	X
ATSC/Clear QAM Tuner to play live HDTV content (RF In)**						X
HDMI Input to play live HDTV (including HDCP secured content)						X
Video Wall Synchronization and Remote Interactivity (via Network Commands)		X	X	X	X	X
Text Ticker Feeds and Subtitles	X	X	X	X	X	X
Live Text, RSS and Twitter Feeds		X	X	X	X	X
Basic Touch Screen Interactivity			X		X	X
Touch Screen and Swipe/Gesture Interactivity					X	X
Playback Scheduling and Day-Parting	X	X	X	X	X	X
Usage Tracking Statistics	X	X	X	X	X	X
Real Time Clock	X	X	X	X	X	X
Content Update via USB			X		X	X
SOFTWARE						
Free BrightAuthor Software	X	X	X	X	X	X
BrightSign Networking Options		X	X	X	X	X
ACCESSORIES						
USB Button Pads			X		X	X
Wireless Module				X	X	X
SDHC Class 4 Cards (various capacities)	X	X	X			
SDHC and MicroSD Class 10 Cards (various capacities)				X	X	X
MISCELLANEOUS						
Dimensions	125 x 32 x 137mm (W x H x D) or 4.9 x 1.3 x 5.4 in. (W x H x D)			168 x 42 x 149mm (W x H x D) or 6.6 x 1.7 x 5.9 in. (W x H x D)		
Weight	471 grams or 16.6 oz			669 grams or 23.6 oz		
Power	5V / 3A			12V / 3A		

* Not all video modes are supported for both HDMI and VGA outputs

** DVB is not supported



“BrightSign players were selected for their price, ease of use and product quality. Features that influenced CubeSmart to expand their signage solution to over 350 locations included the great touchscreen interface, high-quality content playback, and the networking features that simplified changing content.”

Kirk Vanderleest, Flixio Vice President, National Accounts



“With its extremely reliable and feature-rich solid-state media players, BrightSign has reached a milestone in the digital signage industry by allowing system integrators to offer powerful and cost-effective digital sign solutions to retailers as never before.”

Michel Baronnier, CEO of TMM Communication



“Using BrightSign as our menu board presentation has allowed for more flexibility in flavor changes, pricing updates and layout redesigns. We’ve also been able to completely eliminate daily specials menu board signage that was previously used to communicate seasonal offerings and other limited-time promotions.”

Simon Simonian, Argo Tea's Director of IT and one of its founders

BrightSign®

16795 Lark Ave. Suite 200, Los Gatos, CA 95032 • www.brightsign.biz
408.852.9263 • +44.1223.911842 • sales@brightsign.biz

Copyright © 2012 by BrightSign, LLC. All rights reserved. BrightSign and the BrightSign logo are registered trademarks of BrightSign, LLC. Other brand and product names are trademarks or registered trademarks of their respective holders. DOC-10-12