



# BrightSign®

THE GLOBAL MARKET LEADER IN DIGITAL SIGNAGE PLAYERS

# EVERYTHING YOU NEED FOR SOPHISTICATED DIGITAL SIGNAGE

## Purpose-built for Digital Signage with Signature Reliability

BrightSign players offer a state-of-the-art industrial design with a sleek look, efficient front and back port access, and an ultra-thin form-factor that easily fits into any digital signage application. Designed in California exclusively for digital signage, BrightSign's purpose-built OS delivers superior signage capabilities and exceptional 4K and Full HD video quality with a solid-state platform you can depend on. This non-PC solution delivers the absolute highest standard of reliability and functionality without the PC hassles. Plus, our green, energy-efficient devices consume very little power keeping heat emission and operating costs down.

## State-of-the-Art Technology

BrightSign is the right choice now, and into the future. Our free BrightAuthor software is continually updated with new leading-edge features so you'll never be stuck with a product that isn't keeping pace with current market demands.



## Powerful Performance, Targeted for Specific Applications

BrightSign's product lines target specific levels of applications and performance. All models offer H.265 decoding for efficient, high-quality video playback, Full HD 1080p60 video support, HTML5 rendering, interactivity and networking. Each product line provides increasing levels of video and HTML5 performance to deliver the right solution for any application.

ENTERPRISE



ADVANCED



MAINSTREAM



ENTRY-LEVEL



## Total Signage Solution

BrightSign players can act as end-points for market-leading CMS systems. BrightSign also offers an all-inclusive solution with free BrightAuthor software and BrightSign Network, a cloud-based networking solution that includes network administration tools for content management, feedback reports and maintenance of very large digital signage networks.



# EXCEPTIONAL CAPABILITIES. INFINITE POSSIBILITIES.



## H.265 Decoding

All BrightSign players support H.265 encoded video files offering more efficient file sizes and lower bitrates than H.264.



## Stellar Video Quality

All BrightSign players deliver stellar video and image playback with superior scaling. LS plays Full HD video while HD, XD & XT players add support for True 4K60p video playback via HDMI 2.0a and 4K upscaling.



## Dolby Vision & HDR10+\*\*

BrightSign XD & XT support Dolby Vision and HDR10+ 4K video to provide bright, detailed and vibrant colors in highlights and shadows using a much wider brightness range and color palette.



## Powerful 4K Video Engine

BrightSign XT offers our most powerful 4K video engine available with added support for dual decoding of two 4Kp60 videos simultaneously and 4K full resolution graphics.



## Power over Ethernet

Use PoE+ (Type 2) to power your XT players with just an Ethernet connection; no additional power supply needed.



## Live TV

Bring Live TV to your signage (even HDCP-protected content) via the HDMI In 2.0a port on BrightSign XT1144 players.



## HTML5

A hardware-accelerated HTML5 rendering engine delivers flawless playback of full screen HTML and even modular HTML5 assets layered together with high-bandwidth Full HD or 4K video.



## BrightBeacon™

BrightBeacon™ enables two-way communication between mobile devices and digital signage using built-in Bluetooth/Beacon technology (requires optional Wireless/Bluetooth module).



## B-Deploy

B-Deploy is a powerful setup and provisioning feature that allows customers to use BrightSign Network, a partner CMS or an on-premise server, to setup and deploy from ten's to thousand's of players all at once.



## BrightWall™

Easily create video walls using this powerful drag-and-drop BrightAuthor tool that uses a common clock to achieve frame-accurate synchronization.

\*\* HDR10+ functionality is planned to be released in 2019 on Series 4 players but is currently not available.



### **AutoWall™**

Embraces the power of HTML5 to create unique multimedia video walls with ease using a BrightAuthor plugin kit.



### **Zones**

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



### **Mosaic Mode**

Simultaneously play a multitude of smaller resolution videos in individual video zones that add up to the maximum video decoding capability of the player. Play an HTML feed containing multiple videos in a single zone that add up to the player's maximum decoding resolution.



### **IP Streaming**

Supports buffered playback of Full HD videos, MJPEG and audio streams in all common formats: HLS, UDP/RTP/RTSP, HTTP, SHOUTcast, etc.



### **Interactivity**

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



### **Live Feeds**

Instantly display updated content and Live Feeds without republishing the presentation using Live Data, Live Media, MRSS, Twitter, Flickr feeds and more.



### **Tagging**

BrightSign Network users can build tagged playlists using tagged media files and further target content distribution by matching tagged playlists to tagged players.



### **BrightSign App**

Easily update messaging and interact with locally networked signage using your iPad or iPhone. Change user variables and trigger UDP events for instant signage updates.



### **Sign Preview**

Get a sneak peek of how your signage will display by viewing your presentation playback in BrightAuthor before publishing to your device.



### **Remote Snapshot**

Monitor your remote displays by viewing snapshot images of your running presentations using local networking and the BrightSign App or via the BrightSign Network service.



### **Digital Audio**

Playback crystal clear digital audio on Brightsign HD, XD and XT.

# BRIGHTSIGN XT4

## STATE-OF-THE-ART TECHNOLOGY AND DOLBY VISION™. ENTERPRISE PERFORMANCE.

BrightSign XT players deliver unsurpassed performance for enterprise applications with a powerful 4K video engine, our fastest HTML and graphics engine and our most powerful CPU. This state-of-the-art technology for leading-edge digital signage installations supports H.264 & H.265 decoding, Dolby Vision and HDR10+\*\* media profiles, Full HD and 4K playback including Mosaic Mode. It offers a hardware-accelerated HTML5 rendering engine that enables flawless playback of multiple modular HTML5 assets including Javascript, CSS animations, WebGL and even swipe/gesture interactivity. All XT models offer Gigabit Ethernet, and XT is the only product line offering dual 4K video decoding, 4K full resolution graphics, PoE+ and HDMI In for Live TV playback.



### BRIGHTSIGN XT244

#### Standard I/O Player

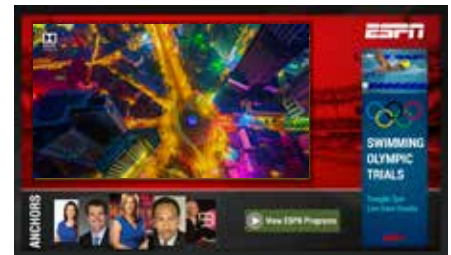
Offers our most powerful H.264/H.265 4K & Full HD video engine with Dolby Vision and HDR10+ support, 4K full resolution graphics, 4K upscaling and dual decoding of two 4Kp60 videos simultaneously. Delivers the best HTML5 rendering performance available for Enterprise applications. Includes the standard I/O package of Gigabit Ethernet with PoE+, GPIO, IR, analog/digital audio and an M.2 SSD PCIe interface.



### BRIGHTSIGN XT1144

#### Expanded I/O Player

Includes all the features of BrightSign XT244, plus serial, dual USB (type A and C) and Live TV playback via the HDMI 2.0a input to play content from any broadcast channel – even protected HDCP content.



# BRIGHTSIGN XD4

## TRUE 4K DOLBY VISION™ AND HDR10+ PLAYBACK. ADVANCED PERFORMANCE.

BrightSign XD delivers superior technology for advanced applications including 4K video decoding supporting all the technology standards of the True 4K ecosystem: H.265/H.264-encoded native 4K content at 60fps, Dolby Vision, HDR10+\*\* and HDMI 2.0a for stunning picture quality. It is also capable of 4K upscaling and dual decoding two 1080p60 videos at once. All models include Gigabit Ethernet and offer a hardware-accelerated HTML5 engine with advanced performance.



### BRIGHTSIGN XD234

#### Standard I/O Player

Offers video decoding one 4Kp60 video or two Full HD videos simultaneously and supports Dolby Vision and HDR10+ content. It includes the standard I/O package of Gigabit Ethernet, GPIO, IR, analog/digital audio, and an M.2 SSD PCIe interface.



### BRIGHTSIGN XD1034

#### Expanded I/O Player

Includes all the features of BrightSign XD234 plus additional interactive options with the added serial and dual USB 2.0 (type A and C) ports for engaging interactive displays.

\*\* HDR10+ functionality is planned to be released in 2019 on Series 4 players but is currently not available.

# BRIGHTSIGN HD4

## AN AFFORDABLE CLASSIC NOW WITH TRUE 4K. MAINSTREAM PERFORMANCE.

BrightSign HD models are ideal for mainstream 4Kp60, Full HD and HTML5 applications that require high reliability and ease of use. All models offer H.265 decoding, HTML5 rendering and Gigabit Ethernet. Robust interactive controls, live content features, BrightWall™ and Mosaic Mode make this set of players a perfect fit for a wide range of applications.



### BRIGHTSIGN HD224

#### Standard I/O Player

Enjoy flawless 4K and Full HD single video decoding, mainstream HTML5 performance and simultaneous playback from local, networked and streaming sources. Includes the standard I/O package of Gigabit Ethernet, GPIO, and analog/digital audio.



### BRIGHTSIGN HD1024

#### Expanded I/O Player

All the features of the HD224 plus additional interactive options via USB 2.0 (type A) and serial ports to fully engage your audience.





# BRIGHTSIGN OPS

## OPS COMPATIBLE DIGITAL SIGNAGE MEDIA PLAYER

Part of the HD Series 3 product family, the HO523 is BrightSign's OPS compatible digital signage media player. The inside edge features a JAETX25 plug for connecting to interior display components (video, USB, serial, etc.) The outside edge has industry-standard connectors, as well as specialized device control and feedback interfaces.



### **BRIGHTSIGN HO523**

#### **HD-OPS Player**

BrightSign HD3 features and functionality are built into an OPS form factor that easily plugs into an OPS display and simplifies the need for external power, video and other control cabling. Provides a simple and efficient Full HD digital signage solution at a fraction of the price of other commercial-grade OPS player solutions.

# BRIGHTSIGN LS4

## SIGNATURE BRIGHTSIGN RELIABILITY. AFFORDABLE, ENTRY-LEVEL PERFORMANCE.

BrightSign's fully-featured, commercial-grade player provides a far superior alternative to the consumer devices sometimes chosen for price-sensitive installations. BrightSign LS delivers a robust feature set in a very small form factor.



### **BRIGHTSIGN LS424**

#### **Entry-Level Player**

The small form, commercial-grade BrightSign LS424 is fully featured to run circles around the competition. Network connected and featuring H.265 and 1080p60 video playback, entry-level HTML5 support and USB (type C) interactivity, this model is perfect for simple streaming applications and large deployments of common content.

# FREE BRIGHTAUTHOR SOFTWARE

## EASY CREATION, PUBLISHING & MANAGEMENT OF PRESENTATIONS

BrightSign's free BrightAuthor PC application takes the guesswork out of creating, previewing, publishing and managing presentations. It offers complete access to all BrightSign features and functionality and provides an intuitive interface and a robust set of presentation creation tools.

### Build

Enjoy an intuitive drag-and-drop method and visual-based tools to build fullscreen and multi-zone presentations with ease.

- Choose a type of playlist for content playback: looping media, interactive or dynamic playlists.
- Drag and drop content into your playlist: video, images, audio, HTML5, IP streams, live feeds, Live TV, Live Text, and more.
- Apply interactive events to trigger content playback, including screen touches, button pushes, sensed motion, UDP commands, barcode scans and more.
- Use BrightWall™ to easily create video wall presentations across multiple displays.
- Use Mosaic Mode to play back multiple scaled-down videos in a number of video zones.



### Preview

- Use the Sign Preview function to preview your presentation in BrightAuthor before publishing.
- Speed up presentation authoring by reviewing the look of your signage while you build it.



## Publish

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

- Use an intuitive calendar scheduling and day-parting tool to set your presentation's playback schedule.
- Automatically build and package content, playlists and controls to ensure a flawless presentation.
- Effortless distribution of presentations on memory cards or via networking.
- Publish once, yet update often. Dynamic Playlists let you independently refresh a set of content without republishing the entire presentation.



## Network

Access your cloud-based BrightSign Network account to distribute, manage and monitor your presentations, manage networked units and update your content library.

- 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 Network is an affordable, secure, PCI-compliant service that delivers the complete infrastructure to serve, manage and support your digital signage network, and frees you from the complexities of hosting and maintaining your own network.

- A scalable service for any size network - any number of players, guaranteed.
- Remotely manage and securely update player content, firmware, and schedules using BrightAuthor or the Web UI.
- Divide players into groups for ease of presentation publishing and management.
- Assign tags to media files and players to effortlessly build tagged playlists and highly target playback.
- Monitor network health, view snapshots and clips of presentations, generate reports using custom queries, and perform maintenance and diagnostic tasks.
- Perform network administrator functions and assign user roles and permissions for conditional access.
- Optional services: Content Encryption to increase the security of your content, and Monitor Only for view-only access of your network health with fees charged for content updates.
- Also available as an on-premise enterprise solution (BSNEE).



## PARTNER SOFTWARE & NETWORKING SOLUTIONS

BrightSign has integrated with many market-leading digital signage software providers. See our website for details or ask your salesperson for more information. New integration work and future opportunities are always welcome.

## FREE NETWORKING SOLUTIONS

Free networking solutions are ideal for managing a small number of players in basic, low maintenance situations where simplicity is key.

- Local Network Publishing
- Simple File Networking



## B-DEPLOY

B-Deploy is a powerful feature that allows customers to setup and deploy from ten's to thousand's of players all at once.

- A batch of player serial numbers and player setup instructions can be uploaded using B-Deploy.
- BrightSign players power up and automatically check the B-Deploy to get instructions.
- Player setup happens automatically, without user interaction.
- Eliminates the need to save setup files to an SD card and duplicate the SD card for every player in the network.

B-Deploy can be used with the BrightSign Network, a BrightSign Partner CMS, or an on-premise secure corporate LAN with internet access.





# BrightSign®

## THE BRIGHT SIDE OF SIGNAGE®



"We always specify BrightSign players, especially for very large showcase installations, because of their stability and the fantastic support we receive from the BrightSign team. One feature in particular, the video overlays, was the world's first on BrightSign players. These overlays are an essential part of the experience, adding a strong educational element to an exciting encounter."

*Abdul Bakhrani, CEO, DigiComm*



"We pushed for Costa Coffee to adopt the BrightSign platform as it is so intuitive, user-friendly and stable. BrightSign came through the exceptionally thorough trial stage with flying colours. With the full roll-out, BrightAuthor continues to provide a flexible and easy to use platform for managing and scheduling content playback in each store."

*Terry Borden, Managing Director, Mood GCC*



"BrightSign's players are extremely capable and they can handle anything we throw at them – there's really nothing we can't accomplish on the BrightSign platform. In the case of Oil Can Henry's, we used a single player to decode two video feeds and simulate an additional two video feeds with MJPEG via IP, while simultaneously managing database integration and interactive content on the touchscreens."

*Ray Heiser, president and CEO, c3ms Media*

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