

# 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.

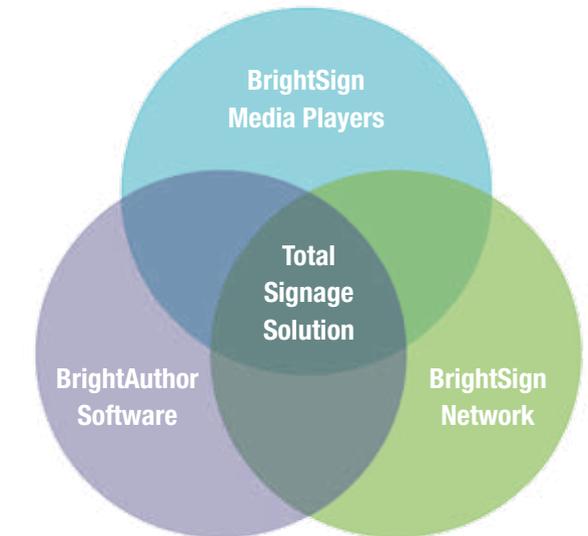


## Easy To Use, Sophisticated Features

Dual decode of Full HD 1080p60 video, Live HDTV and Live Text, HTML5, 4K upscaling, IP streaming as well as serving, and a wide array of 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

Advanced video engine with superior scaling technology and uncompromised decoding power to play native 4K video or two Full HD videos simultaneously.



## Native 4K Playback

Plays native 4K video files at 3840x2160 resolution, H.265 via HDMI 2.0 at 60 fps.



## Live HDTV

Bring Live HDTV to your signage using BrightSign's ATSC/Clear QAM tuner\* or HDMI input. Even protected HDCP content can be played.



## HTML5

Build engaging content using familiar development tools. Layer HTML5 assets and high-bandwidth Full HD video for flawless playback on our hardware-accelerated HTML5 engine.



## Swipe

Add the popular swipe screen control to your presentations within HTML content.



## Digital Sound

Add crystal clear digital sound to your presentations via SPDIF.



## IP Streaming

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



## IP Streaming Server

Serve video streams from BrightSign XD's local storage to devices on the same local area network.



## BrightWall™

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



## 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.



## Interactivity

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



## UDP Control

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



## Live Feeds

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



## Geo-Fencing

Play content targeted to the current location of your moving digital signage using a USB GPS dongle.



## 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.



## Networking

BrightSign's multiple networking options make it easy to update content, playback live content, monitor players and manage signage remotely.

# BRIGHTSIGN XD

**PC-CLASS PERFORMANCE.  
ENGAGING SOPHISTICATION.**

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 include a hardware-accelerated HTML5 rendering engine for flawless playback of multiple modular HTML5 assets which can also be layered along with Full HD video playback.



## **XD230 Networked Interactive 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. UDP network control for messaging between BrightSign and third-party devices.



## **XD1030 Networked Multi-Control Interactive Player**

All the features of the XD230 plus S/PDIF output for pure digital and surround sound audio, and a diverse range of interactive controls such as GPIO, serial, USB, UDP and mobile devices for engaging interactive displays.



## **XD1230 Networked Multi-Control Interactive and Live HDTV Player**

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 Interactive Player**

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



## **HD1020 Networked Multi-Control 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.



# INTRODUCING BRIGHTSIGN 4K

ULTRA HD. ULTRA RELIABLE.

Introducing the leading technology for true 4K playback. BrightSign's ultra-reliable, fan-less, solid-state, commercial 4K digital signage media player plays native 4K, H.265, 10 bit video at 60 fps via HDMI 2.0. Priced at under \$1,000 and delivering the highest playback standard in the new 4K ecosystem, BrightSign 4K will be shipping later this year.



# FUTURE PROOF YOUR SIGNAGE

BY CHOOSING BRIGHTSIGN

BrightSign is the right choice now, and into the future. The powerful BrightAuthor content creation and management software is continually updated so you'll never be stuck with a product that isn't keeping pace with current market demands.



## Sign Preview

BrightAuthor provides the ability to preview signage presentations so the author can see exactly how they will appear on-screen prior to publishing the presentation.

## BrightWall™

BrightWall™ lets you easily create impressive and vibrant video wall displays using a simple, yet powerful drag-and-drop interface. This BrightAuthor tool uses a common clock to achieve frame-accurate synchronization across any number of displays.



# 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 set of tools to implement them into your presentations.

### Create

Design HD and 4K presentations with any number of zones to build looping or interactive playlists.

- Enjoy intuitive visual tools to support any number of zones, dual video playback, HTML5 content, Live HDTV, streaming media, images, live media 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, button push, sensed motion, mobile command, barcode scan and more.
- Add swipe interactivity via HTML5 content.
- Use BrightWall™ to easily create video wall presentations across multiple displays.
- Synchronize playback across multiple displays for video wall applications or between zones for coordinated content playback.

### Preview

- Preview your presentation before publishing using the Sign Preview function.
- Speed up presentation authoring by reviewing how your signage will display.



### 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 Network is an affordable, secure and scalable cloud-based digital signage network service. It 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. BrightSign Network provides you with the tools and interface to:

- Remotely and securely update content, firmware, presentations and schedules
- Divide players into groups for ease of management
- Monitor and manage the activity and status of displays
- Perform network administrator functions
- Assign user roles and permissions for conditional access



## 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 units
- Manage your network within the security of your own server and firewall
- Use all the features of BrightSign Network

*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.

### Simple File Networking

- Distribute presentations to BrightSign units through a web folder accessible via http
- Convenient for managing a small number of players beyond the limited area of a local network

### Local Area Networking

- Distribute presentations to BrightSign units through a local network
- Convenient for managing a small number of players without an Internet connection

# BRIGHTSIGN XD/HD COMPARISON TABLE

MODEL	HD120	HD220	HD1020	XD230	XD1030	XD1230
	Basic Interactive Player	Networked Interactive Player	Networked Multi-Control Interactive Player	Networked Interactive Player	Networked Multi-Control Interactive Player	Networked Multi-Control Interactive and Live HDTV Player
<b>VIDEO ENGINE PROCESSOR</b>						
Up to 256 MB of DRAM	X	X	X			
Up to 1 GB DRAM				X	X	X
<b>VIDEO ENGINE DECODER</b>						
Decodes @ 25 Mbit/s	X	X	X	X	X	X
1920x1080@60p dual decoding				X	X	X
<b>MEDIA FORMATS</b>						
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-RE, ASF, MP4	X	X	X	X	X	X
3D Video Codecs: MVC				X	X	X
3D Capability (side-by-side, top-over-bottom, frame packing)	X	X	X	X	X	X
3D Capability (frame packing)				X	X	X
Audio: MP2, MP3, AAC, and WAV (AC3 is passed through)	X	X	X	X	X	X
HTML5 Support				X	X	X
<b>DISPLAY RESOLUTIONS*</b>						
PAL/NTSC, 1080i/p, 720p, 576i/p, 480i/p, 800x600x60/75p, 1024x768x60/75p, 1280x768x60p, 1280x800x60p, 1360x768x60p	X	X	X	X	X	X
4K Upscaling: 3840x2160x30p/29.97p/25p/24p				X	X	X
1280x960x60p, 1280x1024x60p, 1440x900x60p				X	X	X
<b>HARDWARE INTERFACES</b>						
Locking Power Connector				X	X	X
SD Slot for SDHC and SDXC; 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
HDMI Out and VGA Out (Component Video, Composite/S-Video)	X	X	X	X	X	X
RF Input** and HDMI Input						X
Ethernet 10/100		X	X	X	X	X

MODEL	HD120	HD220	HD1020	XD230	XD1030	XD1230
<b>HARDWARE, CONT.</b>						
Status LEDs	Power, Error, Busy, Update			Power, Error, Update, Network, Wi-Fi, Ethernet, Micro SD, SD		
Reset Button	X	X	X	X	X	X
<b>FEATURES</b>						
Powerful Video Engine: dual decoding and superior scaling				X	X	X
Live HDTV: ATSC/Clear QAM Tuner (RF In)** and HDMI Input						X
HTML5: play modular or flat HTML assets flawlessly with our hardware-accelerated HTML5 engine				X	X	X
4K Upscaling: upscale 1080p content to sharp 4K resolution				X	X	X
Swipe: popular swipe screen interactivity					X	X
Zones: Playback multiple content types on a single screen	X	X	X	X	X	X
BrightWall™: synchronized playback across multiple displays		X	X	X	X	X
Interactivity: trigger playback from USB, GPIOs, serial ports	X (GPIO only)		X		X	X
UDP Control: Interact with signage using networking		X	X	X	X	X
Live Feeds: Live Text, Live MRSS, Twitter, Flickr, etc.		X	X	X	X	X
BrightSign App: update signs with an iOS device		X	X	X	X	X
Geo-Fencing: trigger playback based on location			X		X	X
IP Streaming: play streaming media		X	X	X	X	X
IP Streaming Server: serve IP streams from BrightSign's local storage				X	X	X
Sign Preview	X	X	X	X	X	X
Networking: update, manage and schedule your signage		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
<b>SOFTWARE</b>						
Free BrightAuthor Software	X	X	X	X	X	X
BrightSign Network Web UI		X	X	X	X	X
<b>ACCESSORIES</b>						
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
<b>MISCELLANEOUS</b>						
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*

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