



# BrightSign®

THE GLOBAL MARKET LEADER IN DIGITAL SIGNAGE MEDIA PLAYERS

# CLOUD-BASED PLAYERS FOR THE CONNECTED WORLD

## Designed for Digital Signage with Ultimate Reliability

BrightSign players are purpose built for digital signage with a commercial grade operating system that delivers a cloud-connected experience for real time player access anytime, anywhere. Our solid-state players deliver the absolute highest standard of reliability, exceptional video quality and sophisticated functionality without the PC hassles. BrightSign's patented aluminum enclosure offers a sleek look, efficient front and back port access and an ultra-thin form factor that easily integrates into any digital signage application. Thermal tested to withstand temperatures from -20 C to 70 C, BrightSign players are well suited for operating in harsh inside or outside environments.



## State-of-the-Art Technology

BrightSign is the right choice now and into the future. We lead the way in both digital signage media players and cloud-based digital signage networking. Our BrightSign OS 8 uses modern web-based technology to cloud-connect all BrightSign players delivering real time access and control, at no additional charge. BrightSign continually offers updates for our products and services with new leading edge features so you'll never be stuck with a product that isn't keeping pace with current market demands.

## Tiered Performance for Targeted Applications

Take advantage of the state-of-the-art design, capabilities and quality every product line offers, and choose the model that matches your application in the connected world. Each product line offers increasing levels of video and HTML performance to deliver engaging digital experiences that easily integrate into any environment.

ENTERPRISE



ADVANCED



MAINSTREAM



ENTRY-LEVEL



## Integrated Player Management in the Cloud

BrightSign OS 8 enables the innovative, new BSN.cloud platform on all BrightSign players for a cloud-connected experience that puts you in control of your players – anytime, anywhere. The BSN.cloud platform delivers varying levels of secure and scalable player, network and content management services. The Control Cloud level of service is free for all BrightSign players giving access to real time player health, diagnostics and controls with your choice of CMS. For a complete set of network and content management tools, the Content Cloud service is offered as an affordable annual subscription.



# 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 4Kp60 video playback via HDMI 2.0a and 4K upscaling.



## Dolby Vision, HLG & HDR10

BrightSign XD & XT support Dolby Vision and all Series 4 players support HLG and HDR10 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 HD, XD & XT players support 4Kp60 video. 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.



## IP Streaming

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



## B-Deploy

Easily provision single, multiple or mass sets of players with the free BSN.cloud Control Cloud subscription included with every BrightSign player running BrightSign OS 8.



## BrightWall™

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



## 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.



### 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.



### 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, or play an HTML feed containing multiple videos in a single zone.



### BrightBeacon™

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



### Tagging

Classic BrightSign Network users can apply tags to players, content and playlists to target content distribution and playback and even match tagged playlists to tagged players.



### Digital Audio

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



### BrightSign App

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



### Remote Snapshot

Initiate remote snapshots on demand to see what's currently playing or automatically setup captures over time to monitor playback using BSN.cloud.



### Sign Preview

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

# BRIGHTSIGN XT4

## COMMANDING CLOUD-BASED SIGNAGE. ENTERPRISE PERFORMANCE.

BrightSign XT is the answer for cloud-connected signage applications that demand unsurpassed performance and state-of-the-art technology. This flagship cloud-based platform delivers real time connected player access and our highest performing video and HTML processing engine. Power flawless experiences that include True 4K HDR video and enterprise HTML performance for any digital signage challenge.



### BRIGHTSIGN XT244

#### Standard I/O Player

BrightSign XT offers the highest performing engine to deliver the ultimate in HTML5 performance as well as True 4K with Dolby Vision™, HDR10, HLG, dual 4K video decoding and 4K graphics. Its ability to be powered over Ethernet (PoE+) with interactive GPIO, IR and analog/digital audio and an M.2 SSD PCIe interface along with a free subscription to Control Cloud makes it an easy choice for enterprise applications.



### BRIGHTSIGN XT1144

#### Expanded I/O Player

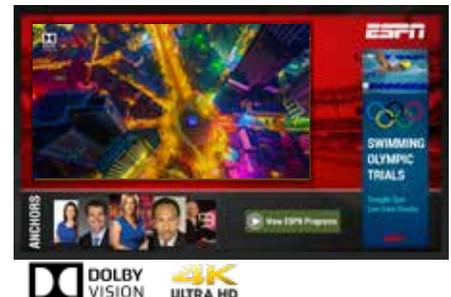
This flagship XT player includes all the features of BrightSign XT244 plus serial, and dual USB ports, as well as an HDMI Input for Live TV playback to play content from any broadcast channel – even protected HDCP content.



### BRIGHTSIGN XT1144-T

#### TAA Approved Expanded I/O Player

Top level XT cloud-based player that complies with the Trade Agreement Act (TAA) and is approved for sale to the U.S. Federal Government.



# BRIGHTSIGN XD4

**CLOUD-BASED PLATFORM.  
ADVANCED PERFORMANCE.**

Look no further than BrightSign XD for exceptional digital signage on a cloud-based platform that commands attention and includes real time player control. It delivers stunning video in True 4K and advanced HTML performance for eye-catching experiences.



## **BRIGHTSIGN XD234**

### **Standard I/O Player**

BrightSign XD delivers 4K video with Dolby Vision, HDR10 and HLG along with dual Full HD video decoding and advanced HTML performance. It includes a free subscription to Control Cloud and the standard I/O package of Gigabit Ethernet and interfaces for GPIO, IR, analog/digital audio, and M.2 SSD PCIe.



## **BRIGHTSIGN XD1034**

### **Expanded I/O Player**

This top-level XD player includes everything XD234 has to offer with the addition of serial and dual USB ports to power engaging interactive displays.



# BRIGHTSIGN HD4

## A CLASSIC CLOUD-CONNECTED PLAYER. MAINSTREAM PERFORMANCE.

BrightSign HD is a cloud-based classic offering mainstream HTML performance for traditional to progressive digital signage in Full HD or standard 4K applications. From video walls that deliver frame-accurate synchronization to interactive kiosks and eye catching 4K displays, BrightSign HD is a winning choice.



### BRIGHTSIGN HD224

#### Standard I/O Player

Enjoy flawless 4K and Full HD single video decoding with mainstream HTML performance along with a free subscription to Control Cloud for real time connectivity. Its standard I/O package includes baseline interactivity via Gigabit Ethernet, GPIO, IR and analog/digital audio ports.



### BRIGHTSIGN HD1024

#### Expanded I/O Player

All the features of the HD224 plus additional interactive USB and serial ports to fully engage your audience.



# BRIGHTSIGN LS4

**AFFORDABLE CLOUD-BASED PLAYER.  
DEPENDABLE, ENTRY-LEVEL PERFORMANCE.**

BrightSign's entry-level, commercial grade player delivers signature reliability and free cloud-connectivity in an extremely compact form for price sensitive applications.



## **BRIGHTSIGN LS424**

### **Entry-Level Player**

This affordable, connected player packs basic video, HTML and signage features into a small form factor perfect for simple streaming applications and large deployments of common content.

# BRIGHTSIGN OPS

**OPS COMPATIBLE DIGITAL SIGNAGE MEDIA PLAYER**

The HO523 player is an OPS compatible, Full HD digital signage media player that is very affordable and easily plugs into any OPS display without the need for external video or power cabling.



## **BRIGHTSIGN HO523**

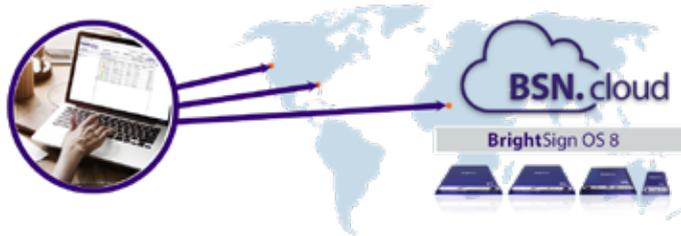
### **HD-OPS Player**

The HO523 has an inside edge featuring a JAE TX25 plug for easily connecting to OPS compatible displays to simplify video and power cabling. Its outside edge exposes Ethernet and interactive ports USB, GPIO and serial for engaging signage solutions.



## CLOUD-BASED DIGITAL SIGNAGE MANAGEMENT

The innovative BSN.cloud platform delivers cloud-connectivity with varying levels of player, network and content management services that put you in control. It provides a total signage solution to meet your unique needs by elevating real time player management and delivering secure, scalable services for basic to complex digital signage networks. The Control Cloud level of service is a free subscription for all BrightSign players giving real time player access and controls with your choice of CMS. For a complete set of network and content management tools, the Content Cloud level of service is offered as an affordable annual subscription. Securely manage one player or thousands anytime, anywhere.



### Features

- Innovative, scalable platform enabling cloud-connectivity on all BrightSign players
- Varying levels of secure player, network & content management services
- Begins with free Control Cloud subscription for real time player health, diagnostics & controls with your choice of CMS
- Offers a complete set of network and content management tools with the affordable Content Cloud subscription
- Securely manage one player or thousands anytime, anywhere

### Subscription Options



Free cloud-based subscription included with all BrightSign players for streamlined player setup, real time player controls and your choice of CMS.



Annual subscription that includes Control Cloud plus a complete set of network and content management tools and services.



## FREE CLOUD-BASED SUBSCRIPTION FOR BRIGHTSIGN PLAYERS

The BSN.cloud platform includes a free Control Cloud subscription for all BrightSign players that puts users in control of their players and their digital signage network. Control Cloud is a cooperative digital signage solution offering real time player health & controls independently of your content management solution. Player setup has been streamlined to easily provision single, multi or mass sets of players for both Control Cloud and your choice of CMS. Manage your real time player network with Control Cloud while utilizing an integrated partner CMS to create, publish and manage presentations and your media library.

### Streamlined Setup

- Instantly sign up for a free Control Cloud subscription online
- Activate your player following the on-screen instructions
- Easily provision single, multi or mass sets of players
- Customize player setup for the CMS of your choice



### Real Time Player Control

- View real time connected player health from any location
- Access the remote diagnostic web server to monitor & control players
- Perform remote reboots & provide BrightSign OS updates
- Initiate remote snapshots on demand to see what's playing on-screen at that moment in time

### Your choice of CMS

At the Control Cloud level is unique in that it separates real time player health and controls from content management, giving you the choice of selecting a CMS solution that best suits your needs. Manage your BrightSign player network in real time from anywhere using Control Cloud, and at the same time create, publish & manage presentations using your choice of CMS.





## EXCEPTIONAL CONTENT & NETWORK MANAGEMENT

Content Cloud is an affordable annual subscription to BSN.cloud that includes all the features of Control Cloud plus a complete set of content and network management tools in a secure cloud environment. BrightAuthor:connected is the included CMS solution that allows you to easily create, publish and manage your digital signage content and player network on a PC, Mac or Chrome browser. With Content Cloud, players can be managed in groups, network and player data is collected and stored over time, and reporting is available including proof of play for the DOOH market. Operating and managing your BrightSign digital signage network is a flawless and accessible experience with Content Cloud.

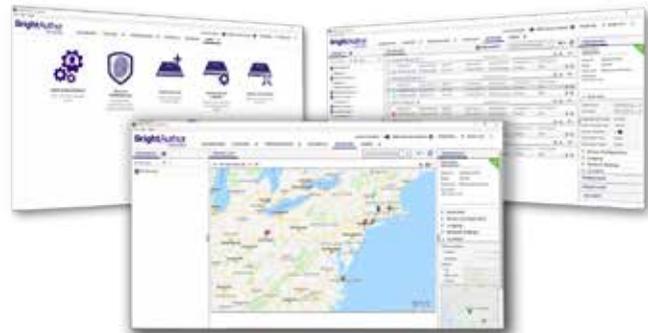
### Content Management

- Delivers the complete cloud infrastructure to securely host & manage your content in the cloud
- Remotely upload and make use of your cloud-based content library of images, video, audio, HTML assets, content feeds, etc.
- Utilize a complete set of authoring tools for simple to sophisticated presentations
- Schedule and publish your connected presentations for streamlined content distribution
- Update and manage your digital signage presentations from anywhere using BrightAuthor:connected



## Network Management

- Securely operate & manage one cloud-based player or tens-of-thousands — wherever, whenever
- Organize players into network groups for efficient player network management
- Access real time player health, perform diagnostics and control players remotely
- View player data over time and get detailed reporting quickly
- Pin-point player locations using map views and GPS coordinates
- Monitor, manage and diagnose your network, view presentation playback & generate reports
- Perform network admin functions & assign user roles and permissions for conditional access
- Push email notifications about player health, expiring subscriptions and more



## BrightAuthor:connected

BrightAuthor:connected offers a fully connected interface to BSN.cloud and runs on PC, Mac and a Chrome web browser. This free cloud-based application included with Content Cloud takes the guesswork out of creating, scheduling, publishing and managing presentations with an intuitive interface and workflow. Access and control your players in real time while managing your content and entire network of BrightSign players in the cloud at anytime, anywhere.





# 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 Bakhani, 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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