

## **BrightSign Built-In Displays and More at InfoComm 2017**

### **Two-way Beacon Communication, New Line of BrightSign Built-In Displays, More Kiosks and Manufacturer's Training Courses**

LOS GATOS, CA – (June 12, 2017) – BrightSign, LLC®, the global market leader in digital signage media players, today unveiled its plans for InfoComm 2017 (June 14-16 at the Orange County Convention Center in Orlando, FL). In addition to offering in-booth manufacturer training courses for CTS RU's, the company will showcase several collaborative efforts with leaders in the digital signage space, including: interactive, beacon-integrated digital signage to engage customers via their mobile devices; new displays that incorporate BrightSign's integrated media players; and self-service kiosks that give businesses an innovative new way to engage with their customers.

Sophatar (SOPHisticated avATAR) is a state-of-the-art, mobile-enabled interactive engagement solution that leverages digital signage screens to personalize content as it's displayed to customers. The BrightSign-powered solution will be demonstrated in BrightSign booth 443, showcasing a Cinema Movie Trailers scenario called BrightPlex. The BrightPlex app enables two-way communication between a customer's phone and a nearby digital signage screen, enabling them to view a list of trailers and select the trailer they want to watch. Uniquely, this functionality is available even when the media player itself is not network connected. This provides for an immediate upgrade path for any BrightSign Series 3 media player in the field. BrightSign-powered screens that currently provide one-way 'playlist-based' digital signage can be transformed into interactive screens that customers can control from their own phone, with only an inexpensive beacon upgrade to the media player and a software subscription to the Sophatar service.

Industrial Image will debut a full line of BrightSign Built-In displays ranging in size from 10" to 55". The units will be fully customizable when ordered in quantity, with touch and non-touch configurations available for both kiosk and standalone signage applications. The company will offer a show special of \$229 for its 10" non-touch LCD with BrightSign Built-in – a savings of \$150 off MSRP. Limit one per customer; full details are available at [www.industrialimage.com/brightsign](http://www.industrialimage.com/brightsign).

BrightSign will again demonstrate a self-service touch screen kiosk created by Felbro Displays using a 27" ELO PCAP touch screen and a BrightSign XT1143 player. Also launching at the show will be the new Peerless-AV self-service interactive kiosk, powered by BrightSign. To see the latest innovations in kiosks with BrightSign players, InfoComm attendees can visit Peerless-AV in Booth 901.

And lastly, BrightSign will again offer four Manufacturer's Training Courses for CTS RU's on Thursday and Friday, June 15-16 at the show. Click here to register: <https://registration.experientevent.com/ShowINF171/>

### **About BrightSign**

BrightSign LLC, the global market leader in digital signage media players, is headquartered in Los Gatos, California, with offices in Europe and Asia. BrightSign manufactures media players, and provides free software and networking solutions for the commercial digital signage market worldwide, serving all vertical segments of the digital signage marketplace. From entry-level BrightSign LS players to BrightSign 4K players offering state-of-the-art technology and unsurpassed performance, BrightSign's products are known for their signature reliability, affordability, ease-of-use, and market-leading technology. For more information, visit [www.brightsign.biz](http://www.brightsign.biz). Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

### **About Sophatar**

Sophatar is a Silicon Valley based technology startup providing a patented mobile engagement software subscription service that includes empowering customers to use their own smartphone as a remote control for nearby digital signage screens, without having to connect to a local Wi-Fi network. To the business, it provides usage and foot traffic analytics. For more information, visit [www.sophatar.com](http://www.sophatar.com)

### **About Peerless-AV**

Peerless-AV, a Peerless Industries, Inc. company, is a leading designer, manufacturer and distributor of audiovisual solutions. From its award-winning mounts and wireless audio systems to indoor/outdoor kiosks and the industry's first fully sealed outdoor displays, Peerless-AV has aimed to fulfill both integrators' needs for ease of installation and service, and end-users' dreams in residential and commercial applications for the last 75 years.

Based in Aurora, IL, Peerless-AV manufactures over 3,600 products that serve original equipment manufacturers, commercial integrators and consumer retailers in 22 vertical markets through direct sales

representatives and authorized distribution. For more information, visit [www.peerless-av.com](http://www.peerless-av.com).

# # #

BrightSign and the BrightSign logo are registered trademarks of BrightSign, LLC in the United States and other countries. All other trademarks are trademarks or registered trademarks of their respective owners.  
Specifications subject to change without notice.

For further information: John Snedigar, Faultline Communications, [john@faultlinecomms.com](mailto:john@faultlinecomms.com) / 408-705-7518; or Ann Holland, BrightSign, [pr@brightsign.biz](mailto:pr@brightsign.biz) / 408-656-9239

---

<http://infocomm.vporoom.com/BrightSign-Built-In-Displays-and-More-at-InfoComm-2017>