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. Our BrightSign OS 8 uses web-based technology to cloud-connect all BrightSign players for real time access and controls. Our free BrightAuthor:connected 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.

Tiered Performance for Targeted Applications

Take advantage of the state-of-the-art design, capabilities and quality every product line offers, and choose the tiered performance and feature set to match 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 application and environment.

ENTERPRISE   **ADVANCED**   **MAINSTREAM**   **ENTRY-LEVEL**

Integrated Player Management in the Cloud

BrightSign OS 8 delivers the platform for BrightSign players to seamlessly connect to our new BSN.cloud solution for integrated, real time player management in the cloud. Using advanced web technology, BSN.cloud delivers a network management platform that puts you in control of your player — anytime, anywhere. All BrightSign players running BrightSign OS 8 include a free subscription to the BSN.cloud Control Cloud. The complete set of network and content management tools 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™

BrightBeaconTM 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.

4K ULTRA HD

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

BSN.cloud is a new cloud management platform connecting digital signage networks of BrightSign players running BrightSign OS 8 for a total signage solution. The evolution of BrightSign Network, BSN.cloud offers an innovative new cloud platform that elevates real time player management and delivers a secure, scalable service for basic to complex digital signage networks. BSN.cloud is a free subscription included with BrightSign players at the Control Cloud level. For the complete set of network and content management tools, it is offered as an affordable annual subscription. Securely manage one player or thousands anytime, anywhere.
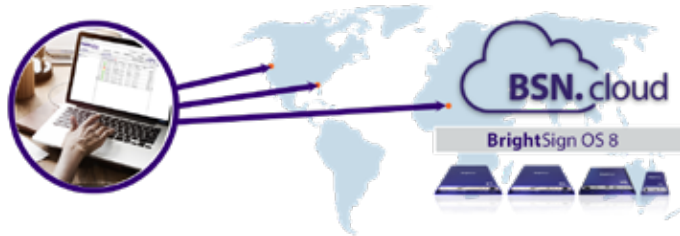
Features

- Connecting players to the cloud for a total signage solution
- Secure, robust and scalable network and content management service
- Deploy, author and manage one player to thousands
- Real time player diagnostics and remote controls from any location
- Networking options to match your connected environment
- Manage your digital sign presentations anywhere, anytime using BrightAuthor:connected or an integrated CMS

Subscription Options

Free cloud-based subscription included with BrightSign players for streamlined player setup and real time player controls.

Annual subscription for a complete set of network and content management tools and services.

Control cloud

FREE CLOUD-BASED SUBSCRIPTION FOR BRIGHTSIGN PLAYERS

BSN.cloud puts you in charge with Control Cloud - a free subscription included with all BrightSign players running BrightSign OS 8. Cloud-connected players provide you with streamlined player setup and the ability to view and control players in real time using state-of-the-art web technology. The included BrightAuthor:connected application offers a fully integrated experience to BSN.cloud with an intuitive interface and workflow to create simple to sophisticated presentations and publish them to standalone, local network or simple file network environments. You also have the choice of using integrated partner CMS solutions.

Streamlined Setup
- Easily provision single, multi or mass sets of players using B-Deploy or partner CMS
- Activate players with a simple on-screen QR code scan to connect to your free Control Cloud account

Content Creation with Free BrightAuthor:connected
- Free authoring application for PC, Mac or in a Chrome browser
- Use locally stored content to create looping and interactive playlists
- Build simple to sophisticated presentations with intuitive tools
- Schedule and publish presentations locally or using your own network

Real Time Player Control
- View real time connected player health from any location
- Real time diagnostic web server access to monitor & control players remotely
- Perform remote reboots & deploy BrightSign OS updates
- Networking options from stand-alone to local & simple file networking

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 digital signage content, network management and administration tools in a secure cloud environment. It collects and stores player data over time, and offers reporting and proof of play for the DOOH market. The Content Cloud makes operating and managing your BrightSign digital signage network a flawless and accessible experience.

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
- Manage your digital signage presentations from anywhere using BrightAuthor:connected or an integrated CMS
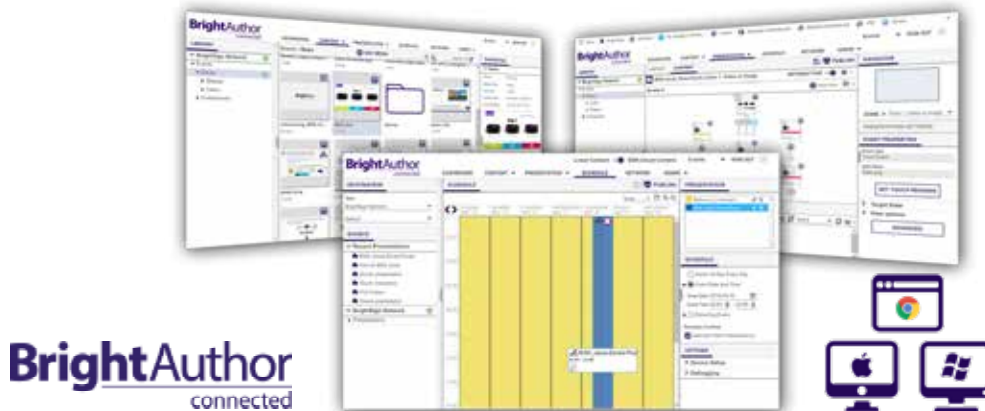
Network Management

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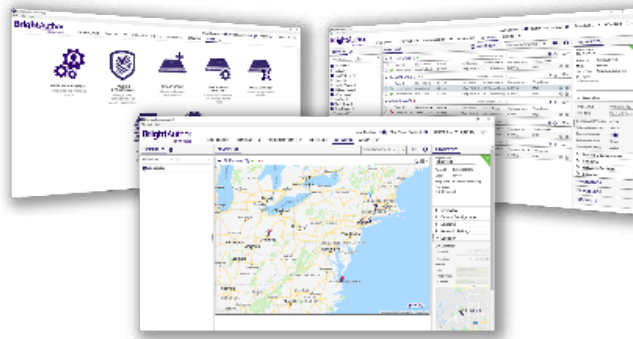
Content Creation and Distribution in the Cloud

BrightAuthor:connected offers a fully connected interface to BSN.cloud at all levels. It delivers an intuitive interface and workflow to author and distribute presentations as well as manage your content library in the cloud. Presentation scheduling and content updates can be performed remotely to make maintaining and managing your digital signs a breeze.

BRIGHTSIGN LS/HD/XD/XT COMPARISON TABLE

MODEL	LS424	HD224	HD1024	HO523	XD234	XD1034	XT244	XT1144
VIDEO ENGINE DECODER								
Single 1080p60 video decoding	X	X	X	X	X	X	X	X
Native 4K@60p video decoding		X	X		X (Dolby Vision and HDR10+)			
Dual video decoding					X (HD)	X (HD)	X (4K)	X (4K)
4K full resolution graphics							X	X
MEDIA FORMATS								
Video Codecs for 4K content: H.265/H.264		X	X		X	X	X	X
Video Containers for 4K H.265/H.264 content: .ts, .mov, .mp4, .mkv		X	X		X	X	X	X
Video Codecs for Full HD: H.265, H.264 (MPEG-4, Part 10), MPEG-2	X	X	X	X	X	X	X	X
Video Containers for Full HD content: .ts, .mpg, .vob, .mov, .mp4, .m2ts	X	X	X	X	X	X	X	X
Image support: BMP, JPEG, PNG	X	X	X	X	X	X	X (4K)	X (4K)
Audio: MP2, MP3, AAC, and WAV (AC3 is passed through)	X	X	X	X	X	X	X	X
HTML5	X (Entry-level)		X (Mainstream)		X (Advanced)		X (Enterprise)	
DISPLAY RESOLUTIONS								
4K resolutions: 3840x2160, 4096x2160, 3840x600		X	X		X	X	X	X
Upscaling to: 3840x2160, 4096x2160, 3840x600		X	X		X	X	X	X
1920x1080, 1920x1200, 1600x1200, 1440x1050, 1440x900, 1360x768, 1280x1024, 1280x960, 1280x800, 1280x768, 1280x720, 1024x768, 800x600, 720x576, 720x480, 640x480	X	X	X	X	X	X	X	X
HARDWARE INTERFACES								
Locking Power Connector					X	X	X	X
External micro SD Slot (SDHC and SDXC); SDHC storage up to 32GB SDXC storage up to 2TB	X	X	X	X	X	X	X	X
M.2 SSD PCIe Interface					X	X	X	X
USB High Speed Host Port (also supports content updates)	X (Type C)		X (Type A)	X (2 Ports :Type A)	X (2 ports: Type A&C)		X (2 ports: Type A&C)	
12-pin Phoenix GPIO port with 8 bi-directional GPIOs		X	X	(6 pin)	X	X	X	X
3.5mm RS-232 Serial Port		X	X			X		
3.5mm IR In/Out		X	X	X	X	X	X	X
3.5mm Audio Out (analog -or- SPDIF digital, non-simultaneous)		X	X	X	X	X	X	X
Analog Stereo Audio (requires USB adapter cable)	X							
HDMI Out	X (1.4a)	X (2.0a)	X (2.0a)	X (1.4a via JAE)	X (2.0a)	X (2.0a)	X (2.0a)	X (2.0a)
HDM 2.0a Input								
Ethernet	X (100baseT)				X (Gigabit)			
Power over Ethernet (PoE+)							X	X
M.2 (E) Keyed Wi-Fi/Bluetooth Connector	X	X	X	X	X	X	X	X
Wi-Fi External Antenna Connector	X	X	X	X	X	X	X	X

MODEL	LS424	HD224	HD1024	HO523	XD234	XD1034	XT244	XT1144
Status LEDs	Power	Power, Error, Busy, Update			Power, Busy, Wireless, Update			
Reset and Service Buttons	X	X	X	X	X	X	X	X
Real Time Clock		X	X	X	X	X	X	X
FEATURES								
H.265 Decoding	X	X	X	X	X	X	X	X
4K Video		X	X		X	X	X	X
Dolby Vision, HDR10 & HLG	HDR10 & HLG	HDR10 & HLG	HDR10 & HLG		X	X	X	X
4K Full Resolution Graphics							X	X
Live TV								X
HTML5	X (Entry Level)	X (Mainstream)			X (Advanced)		X (Enterprise)	
BrightBeacon™ (requires optional Wireless/Bluetooth module)	X	X	X	X	X	X	X	X
BrightWall™	X	X	X	X	X	X	X	X
AutoWall™	X	X	X	X	X	X	X	X
Zones	X	X	X	X	X	X	X	X
Mosaic Mode		X	X	X	X	X	X	X
IP Streaming	X	X	X	X	X	X	X	X
Interactivity	X (USB, UDP)	X (GPIO, UDP)	X (GPIO, USB, serial, UDP)	X (GPIO, dual USB, serial, IR, UDP)	X (GPIO, IR, UDP)	X (GPIO, dual USB, serial, IR, UDP)	X (GPIO, IR, UDP)	X (GPIO, dual USB, serial, IR, UDP)
Live Feeds	X	X	X	X	X	X	X	X
Tagging	X	X	X	X	X	X	X	X
BrightSign App	X	X	X	X	X	X	X	X
Geo-Fencing	X		X	X		X		
Sign Preview	X	X	X	X	X	X	X	X
Remote Snapshot	X	X	X	X	X	X	X	X
Networking	X	X	X	X	X	X	X	X
B-deploy	X	X	X	X	X	X	X	X
Extended Thermal		X	X	X	X	X	X	X
SOFTWARE								
Free BrightAuthor:connected & BrightAuthor Software	X	X	X	X	X	X	X	X
BSN.cloud & BrightSign Networking Options	X	X	X	X	X	X	X	X
ACCESSORIES								
USB Button Pads	X		X					
Wireless/Bluetooth Module	X	X	X	X	X	X	X	X
MicroSD Class 10 Cards (various capacities)	X	X	X	X	X	X	X	X
MISCELLANEOUS								
Dimensions (W x H x D)	96.8 x 23.7 x 144.3mm or 3.8 x 0.9 x 5.7 in	159.9 x 22 x 144.2mm or 6.3 x 0.87 x 5.7 in		200 x 30 x 122mm or 7.9 x 1.2 x 4.8 in	179.9 x 21.9 x 204.2mm or 7.1 x 0.86 x 8 in			
Weight	5.6 oz	12 oz		22.9 oz	20 oz			
Power	5V/2A (10 Watts)USB compatible power	12V / 1.5A (18 Watts)		12V-19V DC nominal	12V / 3A (36 Watts)			
Multi-Country Power & Regulatory Approvals	X	X	X	X	X	X	X	X

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

983 University Ave., Building A, Los Gatos, CA 95032 • www.brightsign.biz
408 . 852 . 9263 • +44 . 1223 . 298500 • sales@brightsign.biz