



# 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 PC-class 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.



## 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, BrightPlates™ template-based content creation service, 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.



## Powerful 4K Video Engine

BrightSign XD & XT offer an advanced video engine capable of native 4K CEA HDR10 decoding via HDMI 2.0a at 60fps, 4K upscaling, dual video decoding and superior scaling technologies.



## 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 XT 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.



## B-Deploy

B-Deploy is a powerful setup and provisioning feature that allows customers to use BSN, 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.



## 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.



## IP Streaming Server

XT and XD players acting as IP streaming servers can encode and stream your running sign presentation to enable monitoring of remote displays using BrightAuthor and BrightSign Network or local networking and the BrightSign App.



## 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.



## Remote View

XT and XD players acting as IP streaming servers can enable monitoring of remote displays by showing a video stream of your running presentation in BrightAuthor via BrightSign Network or via local networking using the BrightSign App.



## Networking

All BrightSign players have networking capabilities to support UDP controls and to manage digital signage networks using free networking, BrightPlates™ or the BrightSign Network service.

# BRIGHTSIGN XT

## STATE-OF-THE-ART TECHNOLOGY. ENTERPRISE PERFORMANCE.

BrightSign XT delivers 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.265 decoding, True 4K HDR and Full HD video 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 PoE+ as well as HDMI In for Live TV playback.



## BRIGHTSIGN XT243

### Standard I/O Player

Offers our most powerful H.265 4K and Full HD video engine with 4K upscaling and dual decoding of one 4K and one Full HD video 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 interface.



## BRIGHTSIGN XT1143

### Expanded I/O Player

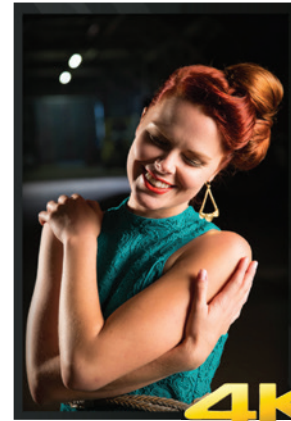
Includes all the features of BrightSign XT243, plus serial, dual USB (type A and C) and Live TV playback via the HDMI 2.0a input to play content from any broadcast channel – even protected HDCP content.



# BRIGHTSIGN XD

**TRUE 4K HDR PLAYBACK.  
ADVANCED PERFORMANCE.**

BrightSign XD delivers superior technology for advanced applications including a powerful 4K video engine that supports all the technology standards of the True 4K ecosystem: H.265-encoded native 4K content at 60fps, CEA 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 XD233

### Standard I/O Player

Offers a powerful 4K video engine capable of decoding two Full HD video simultaneously and an advanced HTML5 engine. It includes the standard I/O package of Gigabit Ethernet, GPIO, IR, analog/digital audio, and an M.2 SSD interface.



## BRIGHTSIGN XD1033

### Expanded I/O Player

Includes all the features of BrightSign XD233 plus additional interactive options with the added serial and dual USB 2.0 (type A and C) ports for engaging interactive displays.

# BRIGHTSIGN HD

## AN UPDATED CLASSIC. MAINSTREAM PERFORMANCE.

BrightSign HD models are ideal for mainstream Full HD and HTML5 applications that require high reliability and ease of use. All models offer H.265 decoding, HTML5 rendering with mainstream performance, 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 HD223** Standard I/O Player

Enjoy flawless 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 HD1023** Expanded I/O Player

All the features of the HD223 plus additional interactive options via USB 2.0 (type A), and serial ports to fully engage your audience.





# BRIGHTSIGN LS

**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. Based on the award-winning BrightSign HD platform, BrightSign LS delivers our signature reliability and affordability. A robust feature set, including H.265 and Full HD video decoding, entry-level HTML5 performance, USB 2.0 (type C), and networking, is provided in a very small form digital signage media player.



## **BRIGHTSIGN LS423** **Entry-Level Player**

The small form, commercial-grade BrightSign LS423 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 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.

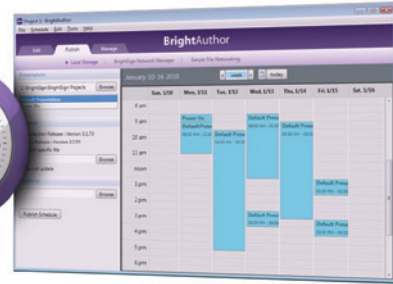




## Publish

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.

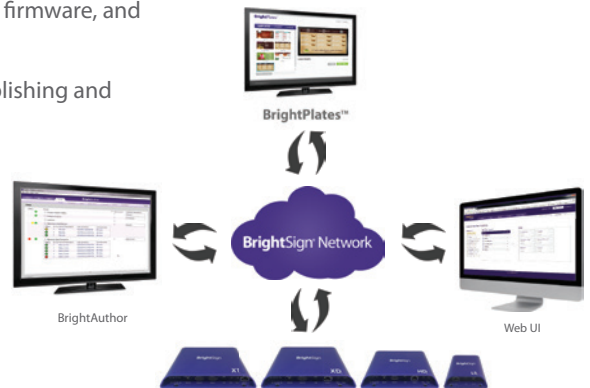


# BRIGHTSIGN NETWORKING SOLUTIONS

## 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.
- Includes BrightPlates™ service.
- 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.



## BRIGHTPLATES™

An online, template-based, sign creation service for turnkey deployment of signage presentations and delivery of updates to networked BrightSign units. Select from our template collection or connect with BrightSign content partners to craft your own look.

- Cloud-based, sign creation web service accessible from any PC or Mac.
- Ready to use templates appropriate for a variety of verticals.
- Customizable to match your brand.
- Deliver finished presentations and content updates to networked BrightSign units on your BrightPlates account.
- Ideal for small networks using single-player publishing.
- Connect with content designers to create, upload and deploy original HTML templates.
- Option to upgrade to the BrightSign Network service, which offers publishing to network groups, scheduling, and other network management features.



## 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 LS/HD/XD/XT COMPARISON TABLE

MODEL	LS423	HD223	HD1023	XD233	XD1033	XT243	XT1143
<b>VIDEO ENGINE DECODER</b>							
Single 1080p60 video decoding	X	X	X	X	X	X	X
Dual 1080@60p decoding				X	X	X	X
Native 4K@60p CEA HDR10 video decoding				X	X	X	X
Dual video decoding of one 4K & one 1080p60 video						X	X
<b>MEDIA FORMATS</b>							
Video Codecs for 4K content: H.265				X	X	X	X
Video Containers for 4K H.265 content: .ts, .mov, .mp4, .mkv				X	X	X	X
Video Codecs for Full HD: H.265, H.264 (MPEG-4, Part 10), MPEG-2, MPEG-1	X	X	X	X	X	X	X
Video Containers for Full HD content: .ts, .mpg, .vob, .mov, .mp4, .m2ts, .wmv	X	X	X	X	X	X	X
Images: BMP, JPEG, PNG	X	X	X	X	X	X	X
Audio: MP2, MP3, AAC, FLAC, OGG, and WAV (AC3 is passed through)	X	X	X	X	X	X	X
HTML5	X (Entry-level)	X (Mainstream)		X (Advanced)		X (Enterprise)	
<b>DISPLAY RESOLUTIONS</b>							
Native 4K resolutions: 3840x2160x24/25/30/50/60p				X	X	X	X
Upscaling to: 3840x2160x24/25/29.97/30p				X	X	X	X
1920x1080x24/25/29.92/30/50/59.94/60p, 1920x1080x50/59.94/60i, 1600x1200x60p, 1440x1050x60/75p, 1440x900x60/75p, 1360x768x60p, 1280x1024x60/75p, 1280x960x60p, 1280x800x60p/75p, 1280x768x60p, 1280x720x50/59.94/60p, 1024x768x60p, 800x600x60/75p, 720x576x50p/50i, 720x480x59.94/60p/60i, 640x480x60p	X	X	X	X	X	X	X
<b>HARDWARE INTERFACES</b>							
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
M.2 SSD 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&C)		X (2 ports: Type A&C)
Phoenix GPIO Port (8-pin bi-directional terminal block)		X	X	X	X	X	X
3.5mm RS-232 Serial Port			X		X		X
3.5mm IR In/Out				X	X	X	X
3.5mm Audio Out (analog & digital)		X	X	X	X	X	X
Analog Audio Out via USB (with dongle)	X						
HDMI 2.0a Out	X	X	X	X	X	X	X
HDM 2.0a Input							X
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
Wi-Fi External Antenna Connectors	X (Single)				X (Dual)		
Status LEDs	Power				Power, Error, Busy, Update		
Reset and Service Buttons	X	X	X	X	X	X	X
Real Time Clock	X	X	X	X	X	X	X



MODEL	LS423	HD223	HD1023	XD233	XD1033	XT243	XT1143
<b>FEATURES</b>							
H.265 Decoding: smaller file sizes and lower bitrates than H.264	X	X	X	X	X	X	X
Powerful 4K Video Engine: True 4K CEA HDR10, 4K upscaling, dual video decoding and superior scaling				X	X	X	X
Live TV: brings Live TV to your signage via HDMI 2.0a Input, even HDCP-protected content							X
HTML5: hardware-accelerated engine that plays modular HTML assets flawlessly alongside high-bandwidth video	X (Entry-level)	X (Mainstream)		X (Advanced)		X (Enterprise)	
BrightBeacon™: 2-way Bluetooth/Beacon communication between mobile devices & signage	X	X	X	X	X	X	X
BrightWall™: synchronized playback across multiple displays	X	X	X	X	X	X	X
Zones: playback multiple content types on a single screen	X	X	X	X	X	X	X
Mosaic Mode: play a multitude of smaller resolution videos simultaneously that add up to the maximum video resolution of the player		X	X	X	X	X	X
IP Streaming: play streaming media	X	X	X	X	X	X	X
IP Streaming Server: serve IP streams from BrightSign's local storage		X	X	X	X	X	X
Encoding Server: transcode or composite/encode IP streams				X	X	X	X
Interactivity: connect virtually any type of interactive device to a multitude of interactive ports	X (USB, UDP)	X (GPIO, UDP)	X (GPIO, USB, serial, 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: Live Data, Live Text, MRSS, Twitter, Flickr, etc.	X	X	X	X	X	X	X
Tagging: BrightSign Network users can assign media and player tags for highly targeted content distribution	X	X	X	X	X	X	X
BrightSign App: update signs with an iOS device	X	X	X	X	X	X	X
Geo-Fencing: trigger playback based on location (requires USB dongle)	X		X		X		X
Sign Preview: preview presentation playback in BrightAuthor	X	X	X	X	X	X	X
Remote Snapshot: remotely view a snapshot image of the display's playback	X	X	X	X	X	X	X
Remote View: remotely view a video clip of a running BrightSign presentation				X	X	X	X
BrightPlates™: easy template-based sign creation service	X	X	X	X	X	X	X
Networking: update, manage and schedule your signage	X	X	X	X	X	X	X
B-deploy: A setup feature to deploy many players at once	X	X	X	X	X	X	X
<b>SOFTWARE</b>							
Free BrightAuthor Software	X	X	X	X	X	X	X
BrightSign Networking Options	X	X	X	X	X	X	X
<b>ACCESSORIES</b>							
USB Button Pads	X		X		X		X
Wireless/Bluetooth Module	X	X	X	X	X	X	X
MicroSD Class 10 Cards (various capacities)	X	X	X	X	X	X	X
<b>MISCELLANEOUS</b>							
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			179.9 x 21.9 x 204.2mm or 7.1 x 0.86 x 8 in		
Weight	5.6 oz	12 oz		20 oz			
Power	5V/2A (10 Watts)USB compatible power	12V / 1.5A (18 Watts)			12V / 3A (36 Watts)		
Multi-Country Power & Regulatory Approvals	X	X	X	X	X	X	X
Built-in Wall Mounting Brackets	X	X	X	X	X	X	X
1 year warranty, parts and labor	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 Bakhmani, 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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