**Orchestrating Digital Signage:**
# If You Can Dream It, BrightSign XD Can Do It!

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# Kiosks Ramp up Sales Using Coupons

Service kiosk provider Coupon Express has teamed up with Acquire Digital to provide an express service to US customers. The resultant multifunction kiosks produce coupons and loyalty cards for specific stores, enabling shoppers to redeem coupons in-store for immediate discounts. Digital signage screens attached to the kiosks also provide key location based advertising for brands purchasable from the store.

The screens and kiosks are powered and managed by Acquire. "Acquire was the obvious software choice to support our kiosks," says Coupon Express MD Eric Kash. "Not only does it have the ability to manage multifunctional kiosks like ours but it can integrate with existing PoS systems and has key strengths in monitoring large and complex networks."

With over 120 service kiosks and digital signage systems located across America, Acquire intelligently monitors and produces live statistics on the number of dispensed coupons to help calculate the rebates to the stores as well as providing key information to retailers on purchasing trends.

Couponing is a popular promotional tactic in the USA and increasingly so in China. Compared to traditional coupon distribution, where coupons are either delivered or handed to customers in store on arrival.

Coupon Express says coupon redemption has increased up to 30% compared to a rate of 1.4%, demonstrating the success of the kiosks!

"This is another example of how digital interactive systems can hugely benefit retailers, says Acquire Digital MD Neil Farr. "Coupon Express has already reported that the kiosks have helped increase in-store sales by 20~42% with individual products experiencing an increase of up to 266%."

Coupon Express is planning to install an additional 300 multifunctional kiosks into leading supermarket chains across the USA by 2013.

www.acquiredigital.com

## Lucky Break For Kit Kat Eaters

Kit Kat's We Will Find You promotion saw the distribution of six chocolate bars fitted with a GPS tracker. The consumers discovering winning bars were instructed to activate the GPS tracker, in turn activating a GPS device with a team then sent out to deliver £10,000 prizes to the winners.

3000 x OOH six sheet panels were fitted with NFC/QR touchpoints that directed users to live competition updates and the opportunity to enter a secondary competition with an on-pack code via Facebook. Smartphone interactions drive to a mobile landing page which hosts updates on the number of GPS bars left, allowing consumers to interact with the promotion via their entire OOH campaign.

Posterscope, working in conjunction with Mindshare, JWT and Pragmatica, delivered the campaign with JCDecaux, Clear Channel and Primesight.

www.jcdecaux.co.uk

## BrightSign Delivers At Zurich Film Festival

BrightSign jointly sponsored the Zurich Film Festival, bringing interactive content to 70 screens distributed throughout the city, from the airport to the festival itself and points between.

"BrightSign and Imaculix created an innovative system that allows us to deliver dynamic and compelling content to attendees of the Eighth Annual Zurich Film Festival in a flexible, original and professional way," says Festival MD & Co-Director NadjaSchildknecht. "Bright-Sign TD1012 players are especially compact, which gives us a great amount of flexibility to situate digital signage at high traffic areas within the festival."

BrightSign's HD1020, HD220 and TD1012 digital signage players fed content to screens distributed within the venue. Included were daily updates and news from the event, as well as Twitter feeds and captured key moments from the show via live video feeds.

An innovative Red Carpet Tool exem-plified the interactive capabilities of the BrightSign installation. In less than two minutes, festival administrators could snap pictures at the event, distribute them to the BrightSign Network and have them displayed on every screen at the event. Additionally, a Film boutique gave access to an on-demand library of 50 films at the festival.

www.brightsign.biz

## LAN-Caster Streams SD & HD To The IP Network

Cabletime's new Evolution LAN-Caster range streams live news, sport, entertainment and information in SD and HD from digital terrestrial and digital satellite channels into the LAN.

Evolution LAN-Caster DVB-T/T2 for terrestrial and DVB-S/S2 for satellite, feature a DVB-CAM slot for single or multiple channel decryptions per single MUX, each delivering up to 15 concurrent TV and/or radio channels. These new solutions enable delivery to the LAN of a range of 2, 8 or 12 concurrent encrypted SD and HD channels from one single unit.

"The great advantage of these features," comments Cabletime Sales Director Mike Cuckow, "is that they reduce the project costs per channel by maximising the 15 channel count per device and with prices starting from £1295 and upgrades under £150, they represent incredible value. There is full flexibility to move between multiplex to access available channels via our SIP IP API commands."

The LAN-Caster is designed to receive the digital terrestrial or satellite signal off-air DVB signals and to extract the digital data out of the MPEG-2 stream so it can be repacketised in a format suitable for transmission over an IP based network. Channels can be selected according to user preference and both new products will feature auto configuration through the MediaStar Media Manager enterprise software.

DVB-T/T2 and DVB-S/S2 provide full support for third party API control options, including AMX Netlinks and Crestron QM-RMC through the RS232/USB port. Users can, therefore, extend their control system options and reduce hardware costs by using the ports on each Evolution LAN-Caster. The control system commands are passed through the RS232 ports and on to the MER control peripherals with full support for any command response.

www.cabletime.com

TMM Communication used BrightSign players at Paris Charles de Gaulle in part because they offer the reliability to withstand the 24/7 nature of an airport setting.

# IF YOU CAN DREAM IT,
# BRIGHTSIGN XD CAN DO IT!

**BrightSign's new XD products are the first solid state players to deliver PC class performance, taking digital signage to yet another new level.**

It's fascinating to go just about anywhere these days and look around at all the digital displays pumping information at us. Not just passively pumping information either! They're now speaking up when we pass by, tempting us to interact with or pick up products, and even rewarding us with content such as a desired music playlist when we cast our vote via social media apps.

What's making all of this innovation possible is the continued commitment of companies that have dedicated themselves to making digital signage products that marry the very best in advanced capabilities, ease of use and affordable price points. A company that epitomises such dedication, its eye-catching installation featured on the cover of this issue, is Silicon Valley based BrightSign. And this company's latest announcement will have the industry chomping at the bit to try out the newest innovation in solid state digital media players.

On October 11, BrightSign announced the industry's first line of solid state digital signage media players to deliver video and other multimedia capabilities that, until now, were only possible with a PC based solution. Solid state players have always been more affordable and much more reliable than PC based solutions but the new BrightSign XD product line shapes up as the first of its kind to deliver PC class features and capabilities too.

"This is a major milestone for BrightSign," enthuses BrightSign CEO Jeff Hastings, "and we believe our new XD products will reshape the competitive landscape of our industry. Historically, PC based signage solutions have held certain advantages compared to solid state players. But today we're levelling that playing field. Our solution offers the robust functionality that PC based solutions are known for, but with the dramatic cost advantages and unparallelled reliability of a purpose built signage solution."

BrightSign's new XD products can play live HDTV broadcast

content, and even HDCP protected content, via the HDMI input. They can also play cable TV or closed circuit TV broadcasts via an ATSC/Clear QAM tuner. Unique to the new BrightSign XD1230 model, these Live HDTV capabilities are said to be normally not possible even using the most expensive and advanced PC based solutions.

All the new models include an advanced video decoding engine with superior scaling technology that delivers pristine 1080p60 video and uncompromised decoding, capable of playing two Full HD or several lower resolution videos simultaneously, as well as 3D content.

HTML5 is supported, so content creators can use familiar development tools to create engaging content. BrightSign also added gesture/swipe control in addition to touch screen interactivity.

"These new video capabilities cannot be overemphasised," says Jeff Hastings. "Many industries have been clamouring for a compact, affordable solution that allows vendors to pipe in multiple video sources. We've all been in our favourite watering hole and witnessed the inevitable tug of war that ensues when patrons argue over which game to watch."

Those arguments will happen no longer, thanks to BrightSign. What's more, bars and restaurants can showcase multiple channels simultaneously, while still reserving part of the screen to promote happy hours, specials and the like. Really, the possibilities are endless, and savvy proprietors and installers will undoubtedly make breakthroughs of their own, pioneering new and interesting ways to feature video content on their displays.

"BrightSign has always encouraged us to dream big. Look, for example, at what we were able to achieve at Charles de Gaulle airport with the existing HD range of players," comments TMM Communication President Michel Baronnier. "The new XD range takes the game to a new level. The full portfolio of video and multimedia features of a PC player, with the reliability, stability and low acquisition cost of solid state units. Fantastic!"

"The installation at Charles de Gaulle airport in Paris was challenging," continues Baronnier. "We needed to tile together several video walls, as well as one of our most bold undertakings to date: a video column that combines 36 screens to create a dramatic 'in the round' effect that draws people in from all angles. BrightSign's products challenged us to dream big, and the end result is nothing short of stunning."

Those familiar with the platform know that BrightSign has long been known for providing players that are pleasantly affordable and extremely reliable. Thus the company was raised to market leader status in digital signage media players for the past two years, according to IHS's The World Market for Digital Signage 2011 and 2012 research.



## Buying Duty Free, Paris Style



SDA , the Société de Distribution Aéroportuaire, a joint venture between Aéroports de Paris and Aelia Lagardère Services, chose BrightSign and TMM Communication to implement its strategy for digital communication at the Buy Paris Duty Free store, the retail brand created by SDA. And the flagship store at Paris's Charles de Gaulle airport opened on March 27 this year sporting seven double horizontal ceiling mounted screens, and a wall of screens occupying some 9m².

Notably a second store opened on June 28 in the new departure lounge of Terminal 2E at Charles de Gaulle. This is exclusively equipped with high impact screen formats: a pair of display walls occupying a larger 14m² apiece, together with a stunning display column comprising 36 synchronised screens.

The technical study, project management, content integration and installation of the digital signage solution was conducted by TMM Communication. The company selected BrightSign players, it says, because they offered the reliability to withstand the 24/7 nature of an airport setting, and the ability to synchronise HD video flawlessly, across multiple video walls.

"BrightSign's players deliver high quality video content, perfectly synchronised to the 46 and 70in Samsung displays in massive video walls, as well as the architectural arrangement of 36 43in Hyundai screens situated in a circular column," comments TMM Communication President Michel Baronnier. (See front cover.) "This impressive installation truly captivates the attention of travellers as they make their way through the duty-free shopping area."

"After the successful installation at FNAC," adds Baronnier, "we were confident in using BrightSign products for this innovative and incredibly high impact installation. In addition to a quick deployment timeline, we also appreciated the players' low consumption of electricity, because you can imagine the result behind a 36 screen video wall had we used 36 200w PCs!"

For the point of sale digital communications at Charles de Gaulle Airport Buy Paris Duty Free retail stores, TMM Communication installed a combination of over 110 BrightSign HD210 and HD1010 players. These all deliver PoS messaging and imagery, synchronised video walls, in eye-catching configurations at the four store locations at the airport.

Advanced interactivity in the system is triggered by IR detectors, such that the signage content runs only when a person enters the area in front of the display, improving energy efficiency and adding that element of surprise.

With limited space behind the screens and video wall columns the players had to be extremely compact with the essential requirement of low heat emissions. Video content had to be Full HD quality with perfect synchronisation of files over many video walls. It also had to be reliable enough to run consistently in-line with the 24/7 nature of the airport. BrightSign's media players matched the criteria and deemed ideal for the job.

By selecting BrightSign players, TMM created a stunning and technically complex installation that fully showcased the mastery of the company's technological innovation. The installation delivers Full HD rich video to multiple synchronised video walls, attracting customers to the store and engaging them with the brands and products carried within.

The BrightSign solid state, non-PC players utilised, have very low power consumption, emitting almost no heat. They are also proven to provide 24/7 reliability, never failing to deliver Full HD content all day every day, with no blue screens of death.

BrightSign XD, left, the industry's first line of solid state digital signage media players with PC class performance.

The new BrightSign XD product line boasts all of Bright-Sign's signature affordability and reliability, and adds some very powerful new capabilities that bump this product up to a level poised to compete and win against PC based signage solutions. First, you'll get an advanced video decoding engine with superior scaling technology that delivers pristine 1080p video quality and uncompromised decoding capable of playing any number of scaled videos simultaneously. And don't forget 3D content, that is also covered.

Market applications aren't limited to just bars and restaurants: virtually any venue can play live HDTV using Bright-Sign XD's ATSC/Clear QAM tuner for cable or closed circuit TV, and the HDMI input for any broadcast content – even protected HDCP content. Your cable box or other video source and BrightSign XD player are all you need to engage audiences with Live HDTV.

BrightSign XD's support of HTML5 cannot be understated. Content creators are very familiar with HTML5 and that proficiency translates to rapid deployment with BrightSign's new players. When content creators work on a familiar platform, their creative vision flourishes, and they can deliver content that far exceeds their clients' expectations.

"We've partnered with BrightSign for years," says Kirk Van-derleest of Flixio Studios, "working in BrightAuthor to create presentations of every size and shape, from 18 panel video wall archways at entrances to international trade shows, to interactive touch screen presentations for national chain store roll-outs. Their continued commitment to product and soft-

ware innovation is invaluable to the industry, encouraging amplified creativity at every turn."

It would take some time to write about all the features and advantages of BrightSign, so we recommend you simply give it a try. The price is right and the capabilities seem endless. Indeed, one of the most attractive things about specifying BrightSign in an installation is the final price tag. Even if your customer is looking at a mass roll-out of thousands of units across the country or the globe, the end-cost when going with BrightSign, promises the company, will be within reason.

"Implementing a PC based signage solution is becoming less and less feasible for our customers. In addition to the cost when a large scale roll-out is at hand, they simply can't afford the inevitable PC downtime and high heat emissions of a computer driven system," says Norman Garland, Managing Director of Pixels, BrightSign's UK distributor. "BrightSign has always offered us and our customers an attractive, robust and cost-effective alternative. And now with BrightSign XD, we have no reason to look further."

BrightSign's new XD product line becomes available from the BrightSign Store in December this year. The MSRP of the XD230, XD1030 and XD1230 digital signage media players will be $450, $600 and $700, respectively, with distributor pricing available on request. The players are backed by a one year warranty and include BrightSign's free BrightAuthor software that simplifies creating, publishing, managing and monitoring digital signage displays.
**www.brightsign.biz**

**With BrightSign players, TMM created a technically complex installation providing Full HD rich video to multiple synchro-nised video walls.**