

BrightSign Solid-State Media Players Bundled with Wovenmedia's Cloud Video Publishing Service

Network-enabled Controllers Deliver Full HD Quality, High Reliability and Significant Energy Savings

Saratoga, CA - January 10th 2012 – BrightSign® announced today that Wovenmedia is using BrightSign network-enabled HD210 digital signage players to deliver its place-based media service in retail and healthcare locations across the US. Wovenmedia's innovative cloud service allows businesses to create and deliver their own video channels to private network screens, websites and mobile devices. By combining the Wovenmedia Video Service with BrightSign players, any company can very cost-effectively use TV screens in their locations to inform and entertain consumers while they wait for service, promote products at the point-of-purchase, and enhance internal corporate communications.

Using the Wovenmedia service, businesses can blend their own promotional content with live broadcasts, social media streams and licensed content from Wovenmedia's growing list of top-tier content partners including NBC Universal, Access Hollywood, PBS, Fox Sports, PGA Tour, Big 10 Networks, CNET and Vme.

BrightSign's open technology platform made it easy for Wovenmedia to integrate its applications with BrightSign's players and Simple Networking service with minimal development effort. This capability also makes it possible for Wovenmedia and other integrators to develop customer specific features and applications, and link them to BrightSign products quickly and cost-effectively.

"Clearly, Wovenmedia has filled the gap in providing businesses of all sizes with new levels of flexibility and control over their video messaging," said Jeff Hastings, BrightSign's CEO. "The applications for these capabilities range from retail to education and healthcare and more. We're very pleased to be a part of such a versatile solution."

"We chose BrightSign controllers because they help us keep the Wovenmedia service affordable while allowing us to deliver the highest levels of video quality and network reliability," said Susie Opore-Abetia, Co-Founder and CEO of Wovenmedia. "Support for live video, social media streaming and other great features makes this joint solution a great fit across multiple markets and applications."

BrightSign digital signage controllers include the hardware, software and networking capabilities to deliver complete, turnkey HD signage solutions that eliminate compatibility issues and make digital signage easy to deploy. Because they are based on a PC-less platform, the players deliver higher reliability at substantially lower prices than PC-based signage solutions and have a power requirement of only about 3-5 watts, compared to 70-90 watts for an average PC.

Included with the BrightSign players, BrightAuthor is a PC application that not only simplifies building and publishing the initial presentations; it provides links into Wovenmedia's solution/service via the player's open platform.

The Wovenmedia/BrightSign solution is being used by a number of retail and healthcare clients in the US, including electronics retailer Flexi Compras and Mi Doctor family healthcare clinics.

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About Wovenmedia

Wovenmedia is a privately held company founded in the spring of 2010 and led by a team of technologists and media professionals, on a mission to redefine the way enterprises use video to engage their customer base across multiple viewing platforms. The company's founders have deep roots in traditional and new media, end-to-end video technologies, and place-based video networks. Wovenmedia has offices in San Francisco and Burbank, CA. To find out more please visit www.wovenmedia.com.

About Brightsign

BrightSign, LLC, based in Los Gatos, California, develops products and software for digital signage. BrightSign solid-state digital sign controllers set new standards for both stand-alone and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity. Online information about BrightSign units is available at www.brightsign.biz. For sales inquiries, please contact sales@brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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