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## STAMPEDE TO BRING BRIGHTSIGN'S NEW LINE OF XD DIGITAL SIGNAGE MEDIA PLAYERS TO NORTH AMERICAN MARKET

AMHERST, NEW YORK, October 15, 2012 — In December 2012, the industry's first line of solid-state digital signage media players with PC-class performance will be marketed throughout North America by [Stampede Presentation Products, Inc.](#), the North American distributor of BrightSign's new line of XD digital signage players. The announcement was made today by Stampede President & COO Kevin Kelly.

"Stampede is excited to offer the next great advance in digital signage solutions to customers throughout North America," said Kelly. "Stampede has a long and proven history of providing customers with the widest range of solutions to meet every application need. Now, the introduction of the new BrightSign XD players allows us to deliver the absolute best in digital signage technology."



BrightSign's new XD products are the industry's first solid-state players to offer video and other multimedia capabilities that, if previously possible at all, were only possible with PC-based solutions. This includes the ability to display Live HDTV broadcast content using an ATSC/Clear QAM tuner or HDMI input. The ATSC tuner is used to play cable TV or closed-circuit TV broadcasts, and the HDMI input is used to play any broadcast content – even HDCP-protected content. All models include an advanced video decoding engine with superior scaling technology that delivers pristine 1080p60 video and supports 3D content. The video engine is capable of decoding two 1080p60 videos or several lower-resolution videos simultaneously. All models support HTML5, so content creators can use familiar development tools to create engaging content. In addition, BrightSign's usual touch-screen interactivity is enhanced with swipe / gesture control.

"BrightSign's revolutionary new media players are an excellent addition to our continually growing product catalog," added Kelly. "We strive to find ProAV products that allow our dealers to deliver the latest, and most cost-effective technology to their customers. By offering our expertise and extensive product knowledge, we're ensuring

that the end-user's experience is as simple as possible."

The new XD digital signage media players are available in three models:

**XD230 Networked Player:** Powerful video engine capable of dual Full HD 1080p60 decode and simultaneous content playback from local, networked and streaming sources. Abundant content support, including HTML5 and 3D content. And UDP network control for messaging between the BrightSign player and third-party devices.

**XD1030 Networked Interactive Player:** All the features of the XD230, plus S/PDIF output for pure digital and surround-sound audio, as well as a diverse range of interactive controls such as GPIO, serial, USB, UDP and mobile devices for engaging interactive displays.

**XD1230 Networked Interactive and Live HDTV Player:** Includes all the features BrightSign offers, plus Live HDTV playback to play content from any broadcast channel (even HDCP-protected content) via the HDMI input or the ATSC/Clear QAM tuner.

BrightSign's new XD product line will be available from Stampede and the [BrightSign Store](#) in December 2012. The players are backed by a one-year warranty and include BrightSign's free BrightAuthor software, which simplifies creating, publishing, managing and monitoring digital signage displays.

### **About BrightSign**

BrightSign, LLC is the market leader in digital signage players. Based in Los Gatos, California, the company develops products, software and networking solutions for digital signage. BrightSign's 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 is available at [www.brightsign.biz](http://www.brightsign.biz). For US sales inquiries please contact [sales@brightsign.biz](mailto:sales@brightsign.biz) or call +1-408-852-9263. For European sales inquiries, please email Pierre Gillet: [pgillet@brightsign.biz](mailto:pgillet@brightsign.biz) or call +44-1223-911842. You can follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

### **About Stampede**

Known for its value-added distribution, Amherst, New York-based Stampede is the leading distributor of presentation equipment including LCD/DLP projectors and flat panel displays. Stampede provides a complete range of brand name presentation equipment to a variety of audio/video, computer, and home theater resellers and integrators in the United States, Canada and Latin America. These resellers rely on Stampede for value-added services in distribution, marketing and solution-based sales. Stampede annually produces the "Big Book of AV," an 816-page catalog and companion website ([www.BigBookofAV.com](http://www.BigBookofAV.com)) providing hundreds of sales, installation and spec tips for Stampede's dealers in addition to product details on more than 5,000 SKUs. For more information on Stampede, log onto [www.stampede-global.com](http://www.stampede-global.com).

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