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For Immediate Release

BrightSign Teams with Ingram Micro for Distribution of its Solid-State, All-in-One Digital Signage Solutions

Turnkey Stand-alone and Networked Models Deliver Full-HD Video and Image Quality without the Complexities and High Cost of PCs

SARATOGA, CA (June 29, 2010) -- [BrightSign](#), a trusted name in digital signage solutions that are affordable and easy to use, announced today that it has signed a U.S. distribution agreement with [Ingram Micro Inc.](#) (NYSE: IM), the world's largest technology distributor and the only full-service IT distributor dedicated to the digital signage market.

Under the agreement, Ingram Micro's Digital Signage Division will provide its U.S. channel partners with BrightSign's complete line of solid-state digital signage and kiosk controllers, including its basic [looping models](#), models for full [interactivity](#) and [networking](#) models. All BrightSign stand-alone and networked models are end-to-end solutions that include the hardware, [software](#) and networking support. As a result, deployment of the plug-and-play BrightSign units is fast and easy.

With BrightSign media players, Ingram Micro channel partners can help retail stores, fast-food restaurants, museums, hotels, banks, educational facilities and others cost-effectively deliver engaging HD messages that can be changed in real time.

"BrightSign products help address the needs of our channel partners and their budget-conscious customers who want affordable, uncomplicated digital signage solutions that don't compromise on quality or reliability," said Kevin Prewett, vice president, Digital Signage Division, Ingram Micro U.S. "Together, Ingram Micro and BrightSign will help our mutual channel partners accelerate their growth, establish new revenue streams and bring even greater business value to their clients."

Both organizations are also focused on making it easier for solution providers to go green. Ingram Micro recently became the first technology distributor to sign onto [the U.S. Environmental Protection Agency's Climate Leaders program](#). The BrightSign PC-less controllers complement this commitment since they only require about 3-5 watts, compared to 70-90 watts for an average PC and can help users substantially reduce their operating costs and their carbon footprint.

These benefits and the enhanced communications effectiveness digital signage provides are driving the industry's continued growth. According to Display Search, a display-market research firm based in Austin, Texas, the global market is forecast to reach 7.4 million units by 2015 (up from 400,000 units in 2005).

“Our partnership with Ingram Micro provides opportunities for growth--for us and their channel partners who want products that give them a competitive edge,” said Jeff Hastings, BrightSign CEO. “We’ve taken the high cost out of BrightSign’s all-in-one digital signage solutions and made them so easy to use, even non-technical people can create, update, manage and monitor their digital displays. They cost less because they don’t rely on a PC hard drive to play back full HD video and high-quality images. And,” he continued, “with no moving parts to fail, our solid-state controllers are also more reliable.”

To take the complexity out of its signage solutions, BrightSign includes software with wizards and templates so content can be easily changed or updated in real-time; and timely, highly customized content can be quickly scheduled to reach targeted consumers at multiple locations.

To keep costs low, BrightSign solid-state digital sign and kiosk controllers are designed with individual features that meet the needs of the most popular types of applications. Rather than offering fully loaded models with features that may not be necessary for all applications, each BrightSign model is packaged with specific features and connectivity options, so customers only pay for the capabilities they need.

As the customer’s needs change, the BrightSign digital signage displays can be upgraded from a simple, single-screen implementation that can be operated with a removable flash card, to a multi-screen, multi-site managed installation that can be updated over the Internet.

The Ingram Micro Digital Signage Division plans to conduct training and education seminars this summer, in addition to hosting a webinar to introduce the BrightSign digital signage and kiosk controllers. Pre- and post-sale support, as well as marketing and technical support will also be provided.

For more information about Ingram Micro's Digital Signage Division and BrightSign's digital signage and kiosk controllers, contact (800) 456-8000 x77607, visit www.ingrammicro.com/digitalsignageinfo, or send an email to: DigitalSignageDivision@ingrammicro.com.

About Ingram Micro

As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services and product aggregation and distribution. The company serves approximately 150 countries and is the only global broad-based IT distributor with operations in Asia. Visit www.ingrammicro.com.

About BrightSign

A division of Roku, Inc. and based in Saratoga, California, BrightSign 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. For more information about BrightSign units, visit www.brightsign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally.