

Tourism Digital Signage – BrightSign

Overview

Staff visited the BrightSign website to look for pricing and other relevant information. They offer a subscription-based service and sell media player hardware or built-in displays. Prairie Ridge Health uses BrightSign at 12 players for its locations at \$3,000 - \$4,000 annually.

BrightSign media players require additional components such as microSD cards or USB drives as the units themselves have minimal built-in storage. BrightSign offers training and various resources to aid in user operation. BrightSign has partnered with various display makers to provide software for outdoor media displays.

Cost

Subscription for up to 20 displays are priced at \$25 per display per month (max. \$6,000 annually), and 20-50 displays priced at \$19.99 per display per month (max. \$11,994 annually).

Media players range from \$300 - \$700 for low to mid-range products as standalones.

Specs

- Media Players
 - Full HD to 4k video media options with an array of animations, graphics, and audio capabilities depending on the low to mid-range models. Media players come with a 5-year warranty.
- Software
 - Updates are readily available and require a Wi-Fi connection to operate.
- Built-In
 - Partners with Bluefin and LG for outdoor displays.

BrightSign XD235



Offers responsive enterprise-level HTML5 animations, 4K60p video with HDR10 and 4K motion graphics, PoE+, and a standard I/O package with optional internal SSD storage.

\$600.00

BrightSign XD1035



Offers responsive enterprise-level HTML5 animations, 4K60p video with HDR10 and 4K motion graphics, PoE+, and an expanded I/O package with optional internal SSD storage.

\$700.00

BrightSign HD225



An Ultra HD player supporting 4K60p video with HDR10, advanced HTML and a standard I/O package.

\$500.00

BrightSign HD1025



An ultra-high-definition player supporting 4K60p video with HDR10, advanced HTML and an expanded I/O package.

\$600.00

BrightSign LS425



A Full HD player offering 1080p60 video, mainstream HTML5 performance, digital audio and a basic I/O package.

\$300.00

BrightSign LS445



An Ultra HD player offering pristine 4K60p video, mainstream HTML5 performance, digital audio and a basic I/O package.

\$400.00