BrightBeacon™

ENABLING HIGHLY TARGETED AUDIENCE ENGAGEMENT WITH BI-DIRECTIONAL COMMUNICATION BETWEEN BRIGHTSIGN DIGITAL SIGNAGE AND MOBILE DEVICES

BrightBeacon improves the overall digital signage experience by increasing audience engagement and creating a highly targeted, personal experience on two screens. Using Bluetooth and beacon technologies, 2-way communication between BrightSign digital signage and mobile devices is achieved and allows for the delivery of highly targeted promotions based on location as well the ability to control digital signage playback from a mobile device.

BrightBeacon Benefits

Unique, personal experiences with digital signage and mobile devices can be created for virtually any application

- Product promotions and coupons delivered in-store
- Consumer controlled digital signage for product demonstrations, sales information and more
- Informative messaging for transportation, medical and educational applications
- Personal welcome messages in corporate and hospitality lobbies
- Interactive exhibits/kiosks in museums, attractions & entertainment

BrightBeacon Features

- Integrated beacon and BTLE technology available on BrightSign 4K1142 players with no batteries required
- Delivers 2-screen exposure on both large digital signage screen and mobile device display
- Senses nearby BTLE enabled mobile devices and sends highly targeted content based on location-awareness
- Supports 2-way communication between mobile devices and digital signage
- Offers a fully programmable solution with multiple beacon UUIDs supported, and easy repurposing of beacon and app associations using BrightAuthor and the BrightSign Network
- Works with the BrightBeacon sample app and can be integrated with 3rd party apps
- Compatible with BrightSign 4K1142 players running version 6.2+ firmware and requires a BrightSign provided plugin and Bluetooth 4.0 USB dongle