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## **LifeProof Chooses BrightSign for POP Displays in Best Buy**

### **BrightSign's Digital Signage Players Enrich the Shopping Experience, Drive Customer Awareness in Leading CE Retailer**

LOS GATOS, CA – (Marketwire - January 9, 2013) – [BrightSign, LLC®](#), the market leader in digital signage players, announced today that LifeProof has deployed the company's players in point-of-purchase (POP) displays in Best Buy retail stores. LifeProof, a leading manufacturer of rugged cases for iPhone and iPad, is using 1,600 inline displays in Best Buy's 800 US-based stores to engage customers and generate sales in the increasingly competitive iOS accessories market.

"LifeProof designed an innovative POP display that required not only a compact player to fit within the display, but a player capable of very rich, interactive content," said Jeff Hastings, BrightSign's CEO. "Installations like these highlight the many benefits of our solid-state players, and we were happy to deliver a robust solution that helped LifeProof merchandize its products in an impactful, compelling way."

BrightSign's players power sleek-looking, inline POP displays that integrate seamlessly into the store shelf. A landscape-oriented touch-screen anchors the display, surrounded by the various LifeProof products that are featured in a series of touch-interactive video vignettes that showcase the products' key features. This "virtual salesperson" conveys LifeProof's messaging with clarity and charm. The screens loop video content and entice customers in the vicinity to interact with the engaging content on the touch-screen display. Upon interaction, customers have the ability to "drive" the presentation and learn more about the product that best suits their needs and lifestyle.

"We needed a POP display that reflects the value of the LifeProof brand and vividly articulates the value of our products," said Kyle Ballarta, Marketing Director at LifeProof. "BrightSign made it possible to deliver the interactive content necessary to successfully convey how our products give our customers the freedom to use their mobile device anywhere and everywhere their day takes them. "

POP displays are only successful if they entice customers to engage with the displays in a meaningful way. BrightSign's abundant content support and robust interactive capabilities gave LifeProof the tools to present content in a way that is both informative and entertaining. The displays deliver rich content with interactivity that lets the customer tailor the experience to their specific areas of interest. This personalized experience enriches the shopping experience and greatly improves the likelihood of a sale.

In terms of cost, BrightSign offered LifeProof several advantages. With roughly 1,600 HD1020 players deployed in Best Buy stores across the country, the affordability of the players themselves gave LifeProof a cost-effective way to deploy the displays in all 800 stores while keeping the up-front costs well within budget. And with an uptime rate greater than 99.9 percent, BrightSign's players gave LifeProof the peace of mind that they could install the displays and nearly eliminate future maintenance costs altogether.

BrightSign's solid-state digital signage media players are deployed extensively across the globe in retail stores, airports, corporate settings, museums, medical facilities, restaurants and other public spaces. [Visit the company's website](#) to learn how its players are helping businesses attract, engage and convert customers with innovative digital signage solutions.

## 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 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](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. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

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