

FOR MORE INFORMATION:

John Snedigar, Faultline Communications
john@faultlinecomms.com / 408-705-7518

Ann Holland, BrightSign
pr@brightsign.biz / 408-656-9239

Emirates Team New Zealand Joins Forces with BrightSign at the America's Cup

BrightSign Digital Signage Players Used Throughout New Zealand's Hospitality Lounge in the America's Cup Village

LOS GATOS, CA – (July 2, 2013) – [BrightSign, LLC®](#), the market leader in digital signage players, today announced that Toulouse Group, Audio Visual Integration Specialists for the New Zealand Government at the [Emirates Team New Zealand base](#), selected BrightSign to power the digital signage network in the team's [America's Cup](#) hospitality center in San Francisco, California. Emirates Team New Zealand is a two-time winner of the event and is expected to be among the front-runners for this year's title. This America's Cup installation is the latest in a long line of collaborative efforts between Toulouse Group and BrightSign. In the past few years alone, Toulouse Group utilized BrightSign's digital signage players in many venues, including the International Award-winning New Zealand Pavilion at the Shanghai World Expo, the outstanding 7,000 square-foot museum at Rotorua Museum New Zealand, and recent new exhibition installs at Carter Observatory New Zealand with its state-of-the-art, full-dome digital theater – a world-class interactive multimedia space experience.

“The America's Cup is about much more than competition on the water – it's a months-long gathering of the international sailing community and our presence in the America's Cup Village will be the team's home away from home through September,” said Marc Simpson, founder and principal of Toulouse Group. “This hospitality lounge is the “off-the-water” representation of the team and of our country, so it was important to construct a lounge that showcases the very latest technology, and BrightSign enabled us to do precisely that.”

While the installation was completed by AV integrator Toulouse Group, the hospitality lounge itself will be staffed by individuals who lack any formal AV training. This necessitated the installation of equipment that is easy to use and very reliable. BrightSign's solid-state players served that need perfectly.

Emirates Team New Zealand's hospitality lounge encompasses a total of 9,600 square feet, comprised of a main gathering area, several ancillary rooms and an expansive outdoor deck. An extensive Ethernet network is deployed throughout the lounge, connecting a total of 23 BrightSign HD120 and HD1020 digital signage players that feed and sync content across a massive video wall comprised of 19 Full HD 1080p displays. Sound is deployed with two BrightSign players and an EM100 expansion module. Six channels of audio fill the space with sound effects and ambient audio all in sync with the video wall. The remaining four BrightSign

players feed projectors that project content on a series of white, sail-shaped screens that meld beautifully with the nautical theme of the event.

“Hosting the America’s Cup in the San Francisco Bay Area, it’s expected that the event will showcase the best technology that’s emerging from the Silicon Valley,” said Jeff Hastings, BrightSign’s CEO. “We’re very pleased that Emirates Team New Zealand and its AV integrator Toulouse Group chose BrightSign, and we’re happy to play a part in this impressive installation.”

The America’s Cup officially opens on July 4, 2013. The competition lasts nearly three months and includes a number of racing events such as the Louis Vuitton Cup and the Red Bull Youth America’s Cup. The event culminates with the America’s Cup Finals, which run from September 7-21, 2013.

Pricing & Availability

BrightSign players are available from the [BrightSign store](#). Models range from \$250 - \$700. Distributor pricing is available upon request. BrightSign’s BrightAuthor software application runs on all late-model PCs and is included free of charge.

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. For US sales inquiries, please contact sales@brightsign.biz or call +1-408-852-9263. For European sales inquiries, please email Pierre Gillet: pgillet@brightsign.biz or call +44-1223-911842. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.

About Toulouse Group

Toulouse Group is the brainchild of Marc Simpson. Founded on creative lighting design for theatre with a practical base in electrical contracting, Marc has grown the company into an internationally recognized leader in architectural lighting design; audio, video, hydraulic integration and control systems for visitor’s centres and exhibition spaces. Marc relishes the opportunity to collaborate with clients, offering solutions to unique visions whilst having input into the creative process.

#