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## **BrightSign Brings “The Chuck Jones Experience” to Life at Circus Circus Resort in Las Vegas**

### **Company’s Digital Signage Players Enable Interactive Video Content in One of Las Vegas’ Most Popular Attractions**

LAS VEGAS, NV – (June 12, 2012) – [BrightSign, LLC®](#), the market leader in digital signage media players, used the Las Vegas-based tradeshow InfoComm 2012 as a fitting venue to announce one of its most recent installations – [The Chuck Jones Experience](#), housed in the Circus Circus Resort in Las Vegas. The installation is a collaborative effort between BrightSign and Matt Seibert Designs. Heralded by CNN as #3 of the [9 New Reasons to Visit Las Vegas this Year](#), The Chuck Jones Experience is an immersive experience for all ages that transports visitors back to the 1930’s through a series of exhibits that chronicle the life and times of Chuck Jones, one of the foremost cartoon artists and animators of all time. Opened to the public in January 2012, The Chuck Jones Experience celebrates Jones’ life work, which includes some of the world’s most iconic characters, including Marvin the Martian, Pepe LePew, the Road Runner and Wile E. Coyote.

“Jones left an indelible mark on the world of animation, and we felt an obligation to create a fitting tribute to his legacy. This required that we go beyond the typical museum layout and create an experience that informs and entertains. BrightSign’s media players were instrumental in making that happen,” said Matt Seibert, president of Matt Seibert Designs. “I simply wouldn’t attempt an installation with this level of complexity without BrightSign – the company’s equipment makes the implementation dead-simple and the solid-state reliability ensures zero downtime.”

All told, The Chuck Jones Experience incorporates more than 20 BrightSign players, distributed in multiple zones within the 10,000 square foot facility. Visitors are greeted at the entrance with screens looping informational content about the exhibit. Inside the hall, one wall features a dramatic installation that includes 15 different-sized screens capable of either displaying separate content, or tiling together to showcase integrated content that spans the entire layout.

“BrightSign is a no-brainer for this type of installation. Not only is the BrightSign solution easy to implement, but they are more affordable than anything else on the market today,” added Seibert. “That said, even if my budget was unlimited, I’d still go with BrightSign. The players are simple to install, easy to manage through a variety of networking options, and they’re unbelievably stable. That’s precisely what I look for when planning a high-profile exhibit such as The Chuck Jones Experience.”



Stability of a signage installation is critical, especially for an installation of this magnitude. Not only are BrightSign's solid-state players able to loop infinitely with no downtime at all, but they have been known to withstand some very harsh operating conditions. Case in point: shortly after the exhibit opened, a 14-inch water main burst in the floor directly above the exhibit. The burst occurred at 5am and it wasn't discovered until staff arrived shortly before the 10am opening. By the time the flow was finally cut off at 11am, the 10,000 square foot exhibit was covered in four inches of standing water. For six hours, a steady stream of water poured down on the players and screens. The staff were amazed to see that the screens were still looping content as usual, seemingly unfazed by the extensive water damage. Of course BrightSign's products aren't designed for underwater use, but this underscores the ability of BrightSign's solid-state players to perform even in the face of the most challenging elements.

InfoComm attendees are invited to check out The Chuck Jones Experience at Circus Circus Resort Las Vegas to see for themselves how BrightSign is helping to keep alive the legacy of Chuck Jones. To visit BrightSign on the show floor, visit [booth #N2056](#).

### **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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