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## **OSM Solutions Teams with BrightSign for Digital Menu Boards in Charley's Grilled Subs**

LOS GATOS, CA – (February 26, 2013) – [BrightSign, LLC®](#), the market leader in digital signage players, announced today its collaboration with OSM Solutions to integrate digital menu boards into Charley's Grilled Subs. OSM Solutions and BrightSign have been frequent partners on such projects, and this engagement spans 16 Charley's Grilled Subs quick serve locations across the United States and in select international locations.

BrightSign' DSE booth (#642) will showcase a similar HTML5 menu board created by OSM Solutions. This dynamic digital menu board demonstrates how an iPad and UDP commands can be used to update daily specials, pricing and more on a digital menu board created using HTML5 content. Visit BrightSign's booth to witness the very latest in HTML5 content creation and iPad interactivity.

"BrightSign's players integrate seamlessly with the rest of the installation, and as a result we were able to deliver Charley's Grilled Subs an affordable, reliable solution that exceeded their expectations," said Marc Rosenberg, CEO of OSM Solutions. "Additionally, BrightSign provides support that's unmatched in the industry today, making them the perfect partner for a project like this."

Charley's Grilled Subs quick serve restaurants are located in malls, airports and other high-traffic venues across the globe. These 16 restaurants represent the initial deployment, with additional installations planned in the near future. The restaurants are outfitted with as many as five 47-inch LG displays, plus an additional, smaller point-of-purchase board with animated vignettes that rotate in succession to showcase featured items and current offers. Most of the displays are powered by BrightSign's HD220 networked looping sign controller, while some of the legacy installations utilize the HD210.

Charley's Grilled Subs was looking for an HD-capable solution that enabled them to maintain control of menu content for the entire chain, while still allowing individual franchise owners to make pricing changes to suit their location and market. The installation was complicated further by the mix of landscape- and portrait-oriented screens, requiring additional customization and breadth of content for each location. In addition, BrightSign's open-source platform enabled OSM Solutions to build its own content management system – Menu Board Manager™ – greatly benefiting the customer and giving OSM a recurring revenue stream.

OSM Solutions' work with Charley's Grilled Subs exemplifies what is possible with players like BrightSign's HD digital signage players – they offer a compelling combination of reliability, affordability and network capabilities. And as future installations evolve to require additional functionality such as authoring content in HTML5, BrightSign's recently introduced portfolio of XD players is the ideal complement to even the most complex deployments.

### **Pricing & Availability**

The BrightSign HD220 networked looping sign controller is available from the [BrightSign Store](#) for \$350. Distributor pricing is available upon request.

### **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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