FWI
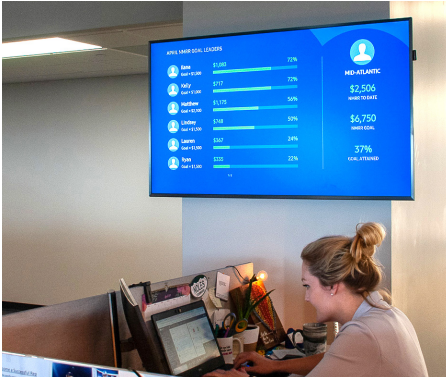
BrightSign

Get a High-Quality, Cost-Effective Content Player

The Four Winds Interactive (FWI) Content Player for Web software operates as an independent platform that allows sign deployment to any web-enabled PC or mobile device. And when paired with BrightSign hardware, you get a high-quality, low-cost solution that enables reliable content deployed across your entire Digital Signage network. With BrightSign hardware, you'll be able to create a standalone solution or add to an existing implementation.

Benefits of BrightSign:

Deployment to any web-enabled PC or mobile device

High-quality, low cost

Reliable content deployment across entire network

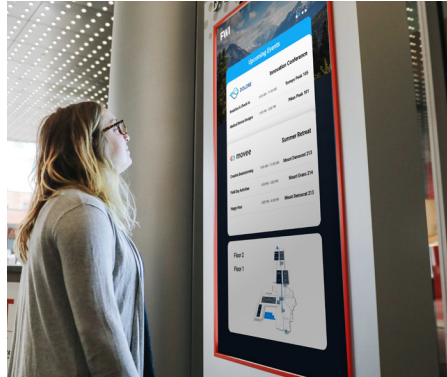Create a new solution, or add on to an existing implementation

Top Use Cases for BrightSign Hardware

Employee Communications

Use screens in key areas to connect your employees to information that reinforces your organization's values and helps everyone thrive in their respective roles. You can:

- Improve your employee engagement score
- Boost your workforce retention rate
- Decrease the costs of employee turnover

Event Readerboards

If you don't tell people about the opportunities available to them, they'll likely miss out on something. Use a readerboard to quickly inform your guests about:

- The locations and times of upcoming events
- Local news and weather
- Organizational values and branding

Advertising & Promotions

Leverage a dedicated full-screen advertising and promotions application to improve sell-through rates or optimize cooperative marketing budgets. You'll benefit by:

- Increasing promotional adoption
- Showcasing your products and services
- Delivering targeted and timely messaging

BrightSign's hardware can support various functionality, including:

- Enhanced video playback
- Smooth Scrolling Ticker
- IP Streaming Video
- Power Over Ethernet
- USB High-Speed Host Port
- 3.5mm RS-232 Serial Port