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 highquality, 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.

Top Use Cases for BrightSign Hardware

As a world-class aerospace manufacturer dedicated to continuous improvement, Spirit AeroSystems sought a solution to enable LEAN manufacturing, drive operations excellence, and streamline communications for associates on the production floor. The end goal was to adopt a targeted, flexible communications platform that allowed the company to improve productivity and efficiency—while reducing waste.

To get more real-time information to their frontline workers, Spirit decided to replace paper signage with digital KPI boards to give factory workers real-time performance metrics and visual controls designed to drive behavior on the manufacturing floor. By adopting this solution, Spirit was able to:

– Reduce reliance on ineffective paper signage

– Leverage data integrations to dynamically display information

– Enable near real-time visualization & communication of performance to individual line operators, plant managers, and more

– Manage by exception using near real-time production metrics

– Make plan of the day meetings and wall walks more efficient

– Amplify communications to associates—both in terms of operational comms, as well as general employee engagement comms

– Create a standardized look and feel, globally

Benefits of BrightSign

Deployment to any web-enabled PC or mobile device
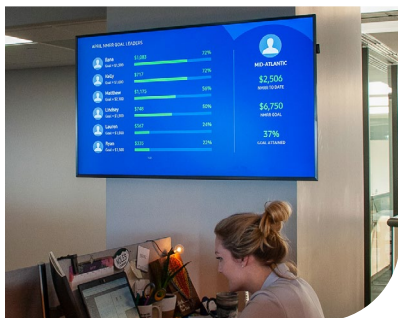
High-quality, low cost

Reliable content deployment across entire network

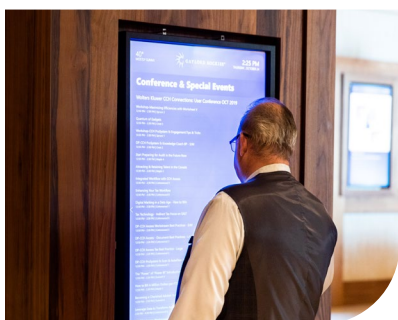Create a new solution, or add on to an existing implementation

Why Use Digital Signage

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:

– The locations and times of upcoming events

– Local news and weather

– Organizational values and branding

FWI | **Poppulo**

Certified Series 4 Hardware Feature Comparison

	HD224	XT1144
Enhanced Video Playback	✓	✓
Smooth Scrolling Ticker	✓	✓
IP Streaming Video	✓	✓
Power Over Ethernet (POE)		✓
USB High Speed Host Port		✓

Certified Series 4 Software / Content Feature Comparison

	HD224	XT1144
Image Format PNG, JPG	✓	✓
Video Format MP4	✓	✓
Source Format XML, JSON, CSV, RSS	✓	✓
Custom Fonts OTF, TTF	✓	✓
Date / Time	✓	✓
PDF	✓	✓
Microsoft Office (Word, Excel, PowerPoint)		
Weather	✓	✓
Content Playback Reporting	✓	✓
Multiple Video Region		✓
Interactivity (limited)		✓
Live TV		✓