Navori Labs Develops Special QL Player for BrightSign Digital Signage Media Players

Digital signage software pioneer introduces native software for BrightSign's 4K and HD media players, with a rich feature set that integrates player synchronization, conditional triggering and more onto an SD card

LAUSANNE, SWITZERLAND, January 22, 2020 – Navori Labs continues to partner with today's leading suppliers for the global digital signage industry, developing QL Player software applications for a broad variety of hardware platforms. Heading into ISE 2020, Navori is pleased to announce a new innovation for BrightSign digital signage media players that brings its flexible, feature-rich software to BrightSign customers worldwide.

Navori's *QL Player for BrightSign* is designed for BrightSign's 4K and HD digital signage media players, leveraging Navori's proven in-house, proprietary software and operating system on a common SD card. The software is available for new BrightSign shipments or as a field upgrade for existing players from 2016 forward, bringing Navori innovations for player synchronization, dynamic data feeds, conditional triggering and more to digital signage networks everywhere.

"BrightSign enjoys one of the largest installed bases of digital signage media players worldwide, and this software offers a plug-and-play solution for BrightSign customers that want to bring the power of QL software to their networks," said Jerome Moeri, CEO, Navori Labs. "Integration into existing players is as simple as inserting the SD card into BrightSign players, and users can immediately begin publishing content enhanced by QL Player's feature upon rebooting players."

QL Player offers several advantages over competitive digital signage player software, including the ability to synchronize content on multiple players and platforms. BrightSign users can now easily add their media players to an existing network of SoC displays, Android players and PCs, and leverage Navori's proprietary graphics engine to render all media, including very high-resolution content, across one or more displays, video walls, tablets or mobile devices without quality limitations.

Navori's rules-based conditional content triggering capabilities add further value by data-tagging media assets, players and scenarios, and enabling real-time data integration with systems. These applications will enable more flexibility to BrightSign customers aiming to deliver dynamic, targeted content that is meaningful to the audience and moment. This includes automatically adapting content to real-time events including weather conditions, KPI data and inventory levels.

Other *QL Player for BrightSign* software features and benefits include:
- Full template and ticker design for transparent, multi-layer and multi-zone playback
- Reliable playout of real-time dynamic data feeds, including social media, XML/RSS, Google Calendar and QL Server hosted data
- Simple, powerful HTML5-based content management

J. Moeri adds that upgraded BrightSign media players will retain access to the BrightSign app ecosystem, ensuring that existing users don't lose access to critical device remote control, network management and monitoring features for their networks.

"Navori Labs has built a reputation of reliability for developing custom native player software for integration into a variety of hardware platforms," said Jeff Hastings, CEO, BrightSign. "*QL Player for BrightSign* provides our customers with the freedom to deploy our broad range of market-leading media players made even more desirable by the features that have made Navori a leader in digital signage software."

Navori Labs will demonstrate QL Player for BrightSign on their ISE 2020 stand (8-E212). ISE 2020 takes place from February 11-14 at the Amsterdam RAI. Navori will also demonstrate its QL Player software innovations for leading Windows as well as SoC solutions for Android, Samsung Tizen, and LG WebOS displays.

About Navori Labs
Navori Labs is an enterprise committed to providing the most reliable, interoperable and user-friendly software application available in the industry. An exclusive leader in the global digital signage industry with nearly 30 years of experience, Navori has built a reputation as an industry innovator strengthened by a skilled engineering team, and continued investment in research and development initiatives. Navori has also continued to invest in global growth, with local and regional resources available worldwide. Navori's flagship QL digital signage engine is built with everyone in mind and has been standardized for use in many of the largest digital signage networks around the world. The company's engineering approach balances efficient design and operation with exceptional performance for answering integrators and end-user' expectations. Visit navori.com for more information.

# # #

Contact Information

Brian Galante
Dimension PR
207-494-8428
brian@dimensionpronline.com

Florent Hediard
Navori SA
f.hediard@navori.com