

Intuiface Unveils BrightSign Support

No-code interactive content delivery is now available for the global market leader in digital signage media players



Chicago, IL, February 06, 2020 - Intuiface – the only no-code platform dedicated to the creation, deployment, and analysis of interactive digital experiences for physical spaces – is excited to announce the addition of BrightSign to its list of supported platforms. This integration enables users of the market’s most popular digital signage media player to easily transition from scheduled, playlist-based, non-interactive signage to personalized, immersive, customer- and data-driven content, critical for on-premises engagement between a brand and their target audience.

Intuiface pioneered the no-code approach to interactive content delivery. Agencies, integrators, and enterprises can choose from multiple interactive approaches – touch, voice, sensor, camera, web triggers, and more – to create experiences reactive to user input and other real-time events. Template-free, drag-and-drop authoring with virtually unlimited media support enables the realization of any design idea, everything from classic signage and sales pitches to information kiosks, retail point-of-sale terminals, and curated exhibits. Additional capabilities permit no-code integration with third-party API-driven data sources, business logic, and IoT devices such as Nexmosphere sensors and actuators, ensuring experiences contain relevant, up-to-the-minute content in context.

With this announcement, Intuiface now supports experience distribution and analytics on BrightSign digital signage media players. Fully interactive experiences can be deployed to any number of BrightSign players, located anywhere in the world, using a simple web-based console. Each installation independently collects specified usage and contextual data – such as item(s) selected, location, weather, other environmental influences – and uploads them to a centralized, cloud-hosted repository. This data can then be crafted into charts and dashboards, using Intuiface Analytics, to identify trends and uncover insight in support of project KPIs.

“Intuiface specializes in enabling the digital transformation of the physical space, and BrightSign is the market-leading player for on-premises digital content. We couldn’t think of a better match,” says Vincent Encontre, Intuiface’s COO. *“We’re excited to show BrightSign’s*

install base how easy it is to create data-rich, personalized, interactive digital experiences without high outsourcing costs or custom development.”

“Intuiface offers a unique value proposition that is well-positioned to address an underserved need among our install base – interactive content delivery,” says Jeff Hastings, BrightSign’s CEO. *“Our customers will be thrilled to discover Intuiface’s no-code approach to building complex, interactive and dynamic projects, and its ability to turn interactivity into a rich resource for analytics.”*

The Intuiface runtime, Player, is supported on BrightSign Models XT3 and XT4 and easily provisioned using BSN.cloud Control Cloud. Once installed, Player can be monitored remotely through the Intuiface web-based Share & Deploy Console with support for remote software update and experience deployment. In addition, with licensed Intuiface Players, BrightSign devices can be taken offline to accommodate environments with nonexistent or unreliable Internet access.

Intuiface will demonstrate Intuiface for BrightSign in its booth at [Integrated Systems Europe 2020, Booth # 8-C353](#). ISE 2020 takes place from February 11-14 at the Amsterdam RAI.

General availability of Intuiface for BrightSign will follow shortly after ISE.

For more information, contact Intuiface at sales@intuiface.com, or BrightSign at www.brightsign.biz/company/contact-us

About Intuiface

[Intuiface](#) is the market’s only no-code platform dedicated to the creation, integration, deployment, and analysis of interactive digital experiences for physical spaces. Over 1,600 companies across 70+ countries are connecting people to place using interactive options such as touch, RFID/NFC, beacons, Web APIs, Internet of Things, and much more. For any industry – including retail, hospitality, real estate, tourism, education – and for any intent – from digital signs to self-service kiosks and assisted selling.

About BrightSign

BrightSign LLC, the global market leader in digital signage media players, is headquartered in Los Gatos, California, with offices in Europe and Asia. BrightSign manufactures media players and provides free software and networking solutions for the commercial digital signage market worldwide, serving all vertical segments of the digital signage marketplace. From entry-level BrightSign LS players to BrightSign XT players offering state-of-the-art technology and unsurpassed performance, BrightSign’s products are known for their signature reliability, affordability, ease-of-use and market-leading technology. For more information, visit www.brightsign.biz. Follow BrightSign at <http://twitter.com/brightsign> and <http://www.facebook.com/BrightSignLLC>.