



BRIGHTSIGN GEO-FENCING



Moving digital signage that plays back content based on your current location

- BrightSign plays specific audio and/or video content when located within a defined geographical radius
- Applications:
 - ✦ Shuttles, taxis, public transportation and moving billboards: Advertise and promote local businesses
 - ✦ Tour buses and boats: Inform and educate riders with video and audio relevant to the area



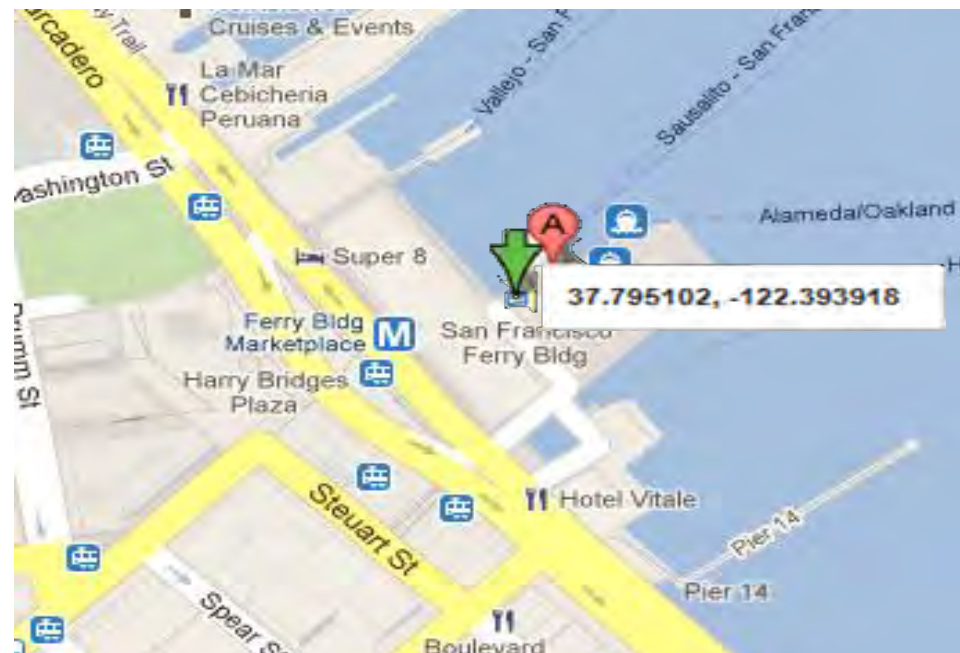


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Step 1: Install GPS and identify geo-fence areas

- Install a GPS dongle into the BrightSign USB port
- Identify your geo-fence center coordinates using Google maps
 - ✦ Right-click on the desired spot, select "What's here" and click on the green arrow to show the coordinates
- Decide on the radius from that center point



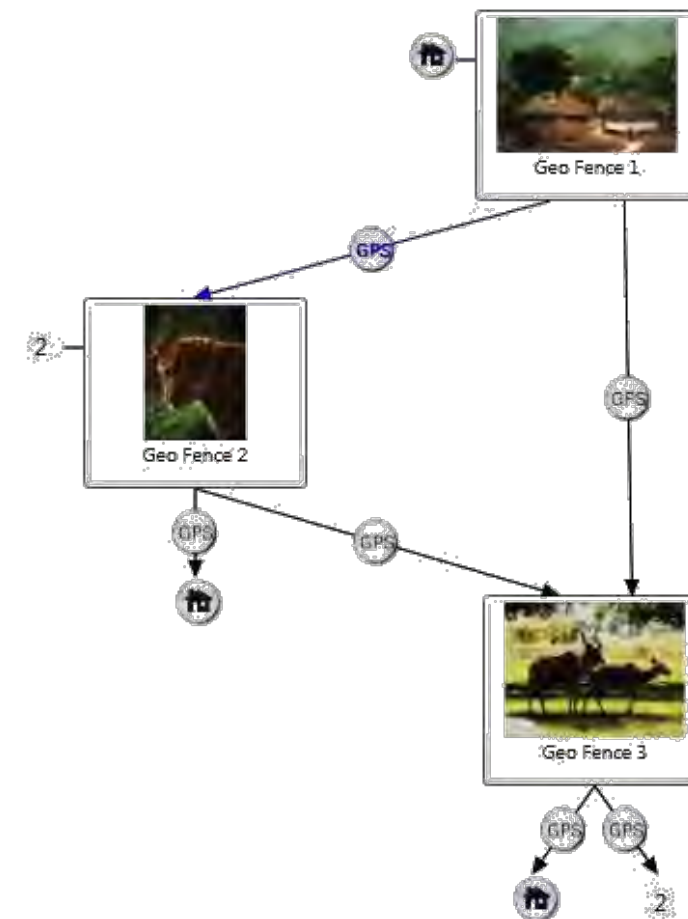


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Step 2: Create the BrightAuthor presentation

- Create an interactive playlist that sets the geo-fence area to assigns the trigger event
 - ✦ Set coordinates and radius for each geo-fence
 - ✦ Assign a GPS event to trigger content playback when entering or exiting the geo-fence





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Step 3: Play it and go!

- See your content change as you move in and out of geo-fences

