

# BrightSign Product Availability Frequently Asked Questions

August 10, 2022

QUESTION	ANSWER															
<b>Current Orders on Backlog</b>																
Will my current BrightSign XD4/XT4 order be fulfilled?	Yes, we are able to fulfill all current orders which will ship from November through December of this year.															
Can I continue to place new XD4/XT4 orders?	As of August 16, 2022, no new orders of XD234, XD1034 and XT244 will be taken. Due to supply chain constraints, we can only manufacture a fixed number of XT1144 players therefore we will continue to accept new orders for XT1144 on a first come, first served basis. New XT1144 orders placed now will begin to ship in January 2023. BrightSign HD4, LS4, XD5, and XC5 orders will continue to be taken.															
Are BrightSign XD4/XT4 models reaching end-of-life?	While BrightSign is ending production on XD4 & XT244 models, be assured they have not reached end of life. We will continue to fully support them now and into the future just as we do with our Series 3 models.															
Why is the BrightSign XD5 being made available now?	BrightSign has accelerated the planned release of our next generation XD players in response to the supply chain issues we have been experiencing. BrightSign XD5 is an innovative new platform designed to not only meet but exceed the performance capabilities of BrightSign XD4 & XT4 players for the vast majority of applications.															
What is the current availability of all BrightSign players?	<ul style="list-style-type: none"> <li>• LS424: currently taking orders and shipping now</li> <li>• HD224 &amp; HD1024: currently taking orders and shipping now</li> <li>• XD234, XD1034 &amp; XT244: shipping current backlog orders in November &amp; December and no longer taking new orders as of August 16<sup>th</sup></li> <li>• XT1144: shipping current orders in November &amp; December and taking new orders for a fixed number of players on a first come, first serve basis. New orders will ship starting in January 2023</li> <li>• XD235 &amp; XD1035: currently taking orders, starting production in October and shipping in November</li> <li>• XC2055 &amp; XC4055: currently taking orders, starting production in October and shipping in November</li> <li>• Additional Series 5 players: to be announced in November 2022 and available in Q1 2023</li> </ul>															
What options do I have on my current BrightSign XD4/XT4 order?	<p>Current BrightSign XD4 orders:</p> <ul style="list-style-type: none"> <li>• Keep your order as it stands today &amp; it will ship in November or December</li> <li>• Upgrade to BrightSign XD5 and we will price protect your order and ship in November</li> <li>• Downgrade to BrightSign HD4 and your order will ship immediately</li> </ul> <p>Current BrightSign XT4 orders:</p> <ul style="list-style-type: none"> <li>• Keep your order as it stands today &amp; it will ship in November &amp; December</li> <li>• Upgrade to BrightSign XD5 or XC5 and we will requote you and ship in November</li> </ul>															
How does the XD5/XC5 pricing compare to BrightSign XD4/XT4	<table border="1"> <thead> <tr> <th><u>HD4</u></th> <th><u>XD4</u></th> <th><u>XD5</u></th> <th><u>XT4</u></th> <th><u>XC5</u></th> </tr> </thead> <tbody> <tr> <td>HD224 \$405</td> <td>XD234 \$510</td> <td>XD235 \$600</td> <td>XT244 \$620</td> <td>XC2055 \$1200</td> </tr> <tr> <td>HD1024 \$510</td> <td>XD1034 \$620</td> <td>XD1035 \$700</td> <td>XT1144 \$730</td> <td>XD4055 \$1700</td> </tr> </tbody> </table>	<u>HD4</u>	<u>XD4</u>	<u>XD5</u>	<u>XT4</u>	<u>XC5</u>	HD224 \$405	XD234 \$510	XD235 \$600	XT244 \$620	XC2055 \$1200	HD1024 \$510	XD1034 \$620	XD1035 \$700	XT1144 \$730	XD4055 \$1700
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What is happening to my current BrightSign XD4/XT4 order & pricing?	<p><b>XD4 orders:</b> Your current order will be fulfilled in November or December. We are currently offering an upgrade to XD5, and we will price protect current backlog orders. Alternatively, you can opt for an HD4 model in which case we will re-quote you for its lower price.</p> <p><b>XT4 orders:</b> Your current order will be fulfilled in November or December. We are currently offering an upgrade to XD5 or XC5 in which case we will requote. Alternatively, you can opt for an HD4 model that is in stock now and we will also requote you for its lower price.</p>															
When can I obtain a BrightSign XD5 model to test/qualify?	We have a list of prioritized customers/partners that are scheduled to obtain a pre-production XD5 for testing/qualification. These players will be made available in late August/early September. Please reach out to your salesperson for more information.															

QUESTION	ANSWER
When will BrightSign XD5 be publicly announced?	Our public launch date is set for Tuesday, August 16 <sup>th</sup> .
When will other Series 5 products be announced	We plan to make additional Series 5 product announcements in November with availability in Q1 2023.
Will BA/BSN.com or BSNEE be supported with Series 5?	All of our BrightSign Series 5 players will be supported in BSN.cloud, BrightAuthor:connected, BrightAuthor, BrightSign Network and BrightSign Network Enterprise Edition.

## XD5 Model Comparisons

What are the advantages of BrightSign XD5?	<b>Enterprise+ 4K HTML Engine</b> <ul style="list-style-type: none"> <li>Dynamic memory allocation</li> <li>Elevated motion graphics performance</li> <li>Fast, smooth &amp; responsive content</li> </ul>	<b>Enhanced 4K Video Engine</b> <ul style="list-style-type: none"> <li>Hardware accelerated 4K rotation</li> <li>Dynamic mosaic mode</li> <li>4K60p video</li> <li>4K images</li> </ul>	<b>Power over Ethernet (PoE+)</b>	<b>Perfected Industrial Design</b> <ul style="list-style-type: none"> <li>Simplified Wi-Fi and SSD installation</li> <li>Smaller &amp; thinner footprint</li> <li>Patented thermal enclosure dissipates heat</li> </ul>
What makes the BrightSign XD5 unique?	BrightSign XD5 has been carefully engineered from the ground up to deliver inspiring 4K experiences for enterprise-level applications. The upgraded 4K HTML engine is optimized for motion graphics and JavaScript performance and dynamically controls memory resources for faster, smoother, and more responsive content. BrightSign XD5 also offers hardware accelerated 4K content rotation and a dynamic mosaic mode which adds flexibility to your authoring and playback needs. Power over Ethernet (PoE+), a perfected industrial design and a stable supply chain of components makes BrightSign XD5 a highly reliable solution that will meet and exceed your enterprise digital signage needs now and into the future.			
What is the difference between motion graphics & video?	Motion graphics are static images that use HTML and CSS animations to create dynamic non-video content during playback. Videos are created to be dynamic from the start and require a video zone to playback in on a BrightSign player. BrightSign XD5 optimizes the performance of motion graphics during playback resulting in faster load times with more responsiveness.			
What is the benefit of 4K rotation?	BrightSign XD5 offers new 4K content rotation using hardware acceleration which means that 4K landscape video be displayed in portrait and vice versa without compromising playback performance. This 4K rotation gives our users the ability to create content once and then apply rotation to it within the presentation authoring process using BrightAuthor:connected. Series 4, including XT4, is not capable of 4K portrait presentations that include video. For Series 4 presentations, work had to be done on the content side to pre-rotate all the content so that it was rendered as landscape but appeared in the correct portrait orientation.			
How does the BrightSign XD5 HTML performance compare to XD4/XT4?	The Enterprise+ 4K HTML engine architecture built into BrightSign XD5 elevates the performance of motion graphics which is the content of choice in today's digital signage industry. XD5's ability to support dynamic memory allocation in its HTML engine makes it possible to dynamically adjust memory where and when it is most needed. This results in faster load times, smoother graphics, improved content processing and better responsiveness of interactive content. Example applications where you'll see these improvements are in playing animated social media feeds, dynamic dashboards, menu boards, touch interactive applications, and any signage that uses motion graphics at the edge. With BrightSign XD5 you have the freedom to do more with HTML content and be much more confident in the playback & performance. This is a foundational capability across the Series 5 lineup that we are making in order to support the trend of HTML-heavy content playback applications.			
Are there any BrightSign XT4 features that BrightSign XD5 will not support?	BrightSign XD5 will not have an HDMI Input and therefore is not capable of video encoding. Also BrightSign XD5 will not support Dolby Vision.			
What is Dynamic Memory Allocation mean and how is it different than Series 4?	With BrightSign Series 4 players, the platform required us to reserve memory to play the maximum video capability for that player. On XT4 that meant reserving the memory to play two 4K videos running simultaneously regardless of whether a presentation was actually doing so. On BrightSign XD5 the memory is not pre-allocated specifically for video. All of its memory is available to use to play the content you want in presentations, and it adjusts the memory allocations to where it is			

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	needed the most based on your presentation. All of it would be allocated to graphics for HTML only presentations that don't contain video, all of it can be allocated to 4K video or a mixture of the two. This makes the platform more flexible for customers and it allows XD5 to perform better when playing web applications that weren't specifically built to run on BrightSign such as dashboards or animating live social media content pages. With Dynamic Memory Allocation, HTML presentations will see faster load times, smooth graphics and better overall responsiveness.
What OS does BrightSign XD5/XC5 run?	BrightSign XD5/XC5 players will run BrightSign OS 9.0+.
When will BrightSign XD5 players be available for purchase?	BrightSign XD5 is available to order now, and players will be produced in October and ship in November 2022.
What is the difference between the WD-104 & WD-105?	WD-105 and WD-104 are the same Wi-Fi module technology, but the kitting is different because the installation method is different from Series 5 to Series 4. Technically it is the same solution but physically they are different. A WD-104 or WS-103 will not fit on a Series 5 player and a WD-105 will not fit on a Series 4 player. The price of WD-105 will be the same as the WD-104 at \$75 and it is expected to be available at the time of XD5 and XC5 production in October. Please note that we are not currently planning a second Wi-Fi option such as a single antenna module.