



BrightVu™

...Staying bright while others fade

Atlanta, GA - Manufacturing Resources International, Inc. (MRI) is pleased to announce a new standard feature for all Outdoor BoldVu™ Digital Displays that are subject to direct / in-direct sun exposure.

The patent pending BrightVu™ technology has been developed by MRI Engineering to provide for consistent luminance/brightness over 5 years of normal operation (18 hours/day) without being effected by ambient temperatures and/or length of operation. All MRI BoldVu™ Displays will maintain their specified brightness (i.e., 2,000 nits) in temperatures ranging from -20°C to +50°C for 5 years.

MRI utilizes power-efficient LED backlight technology vs. CCFL backlights for all outdoor Digital Displays and we are able to monitor and dynamically maintain a constant brightness through integrated ambient light and backlight sensors. Other CCFL backlight systems, regardless of stated brightness when new (i.e., 1,500 nits), will lose 10-12% brightness per year and will operate at reduced brightness, up to 33%, when the ambient outdoor temperature is high (summer) or low (winter).

BrightVu™ technology from MRI ensures that digital content is always displayed at optimum brightness and viewability...for 5 years.

For more information, please contact:

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