

Competitor Battlecard

Amino vs. BrightSign Battlecard



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1. Portfolio:



Laser-focused with just two devices: **H200** (Ethernet) and **H200W** (WiFi 6 + Bluetooth). This streamlined portfolio reduces decision fatigue, simplifies deployment, and speeds up time-to-value.



Offers an overwhelming range of hardware across Series 5 and Series 4, multiple models that often confuse customers more than help them, adding complexity to procurement and deployment.

Why it matters:

Customers don't want more options, they want the right option, **Amino** delivers. Simplified device choice cuts planning time, avoids surprise upgrade costs and maximises ROI.

2. Content Management Systems (CMS):



Proudly CMS-agnostic. We don't trap customers in basic tools - we seamlessly integrate with the world's leading CMS platforms, giving true freedom and flexibility. With the ability to run Android applications and/or Web applications, Amino is easy for CMS partners to develop and run their product on. Often applications 'just work' without the need for any development.



Offers basic, template-driven CMS capabilities via BrightAuthor. Think "DIY PowerPoint for screens." They also partner with third-party CMS providers but lack depth. It is very hard for CMS partners to develop on the Brightsign platform and their product often needs a lot of development to work.

Why it matters:

Customers aren't forced into "yet another platform", they pick the best CMS for their needs and we fit right in.



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3. Management Platforms:



Orchestrate is purpose-built for remote management only. It's lightweight, API-driven, scalable, and focuses purely on operational excellence without dragging CMS baggage along. It also enables zero-touch provisioning across the **H200** and **H200W**, letting devices be shipped directly to site and configured remotely. Saving time, cost and engineering effort.

Why it matters:

Orchestrate isn't bloated, it's precision-engineered to manage fleets at scale efficiently.



BSN.Cloud tries to combine CMS and device management, resulting in a platform that's a jack of all trades but master of none.

4. Sustainability Initiatives:



Sustainability is in our DNA. Our ESG programme covers buy-back, refurbishment, and extended device lifecycles, with proven results detailed every year in our published ESG report. We've been putting action behind the words for years.

Why it matters:

Customers increasingly care and **Amino's** track record proves it's not just a marketing gimmick.



Recently introduced a device buy-back scheme, which is a nice start... but it's early days.



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5. Web Applications:



Uses Enable.js, a modern, JavaScript-based environment that's open, flexible, and widely adopted by the developer community.



Supports web apps through BrightScript, their proprietary language. Great... if you want to lock developers into a niche ecosystem.

Why it matters:

No vendor lock-in. Developers use standard web skills, which helps with faster builds, lower costs, and happier customers.

6. Video Capabilities:



Experts in IP-delivered video, supporting a broad range of advanced codecs (H.265/HEVC, AV1), content security (CAS/DRM), and ultra-low-latency protocols for live events like sports.



Good at standard video playback, supporting modern codecs but not really engineered for live IP video or latency-sensitive applications.

Why it matters:

If you care about next-gen video experiences, **Amino** is built for it, not retrofitted.



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7. Remote Monitoring:



Offers deep remote diagnostics, live video stream of the screen, full device logs, API control, interactive troubleshooting, and rapid remote recovery.

BrightSign®

Device health and status monitoring are available, but real-time content validation is limited.

Why it matters:

See what's happening on the ground without sending a tech onsite. Save time, save costs, boost SLAs.

8. Device Scalability:



Built from the ground up to handle thousands of devices effortlessly with **cloud-native orchestration**, designed for massive scale from day one.

BrightSign®

Managing large fleets can become complex and expensive, especially with multiple hardware versions across deployments.

Why it matters:

The bigger the project, the better **Amino** performs.



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9. Security:



Built on a hardened Android OS, with Google-backed security patches via OTA, full device encryption, hardware-backed keystores, secure boot, plus enterprise-grade DRM (Widevine, PlayReady) out of the box.



Offers basic device authentication and content encryption, but firmware updates can be fragmented and slow to roll out across a fleet.

Why it matters:

You get the massive Android ecosystem's security cadence and proven DRM without wrestling with clunky, proprietary stacks.

10. Total Cost of Ownership (TCO)



Simpler portfolio, seamless integration, lower training costs, faster deployment, and longer device lifespans, all adding up to a **lower total cost over 3-5 years.**



Hidden costs creep in from frequent model changes, CMS add-ons, training on proprietary tools, and inconsistent firmware.

Why it matters:

Amino saves money and stress long-term.



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11. Future Proofing:



Software-led innovation, OTA updates bring continuous new capabilities without needing hardware swaps.

Why it matters:
Invest once, evolve continuously.

BrightSign®

Hardware-centric. Evolution depends on the next box they release.

Value Proposition & Differentiation

Amino vs. BrightSign

1. Portfolio Complexity:



Two devices (**H200 & H200W**) with identical capabilities; all new features and firmware updates hit every unit simultaneously, simplifying roll-out and extending device lifespan.

BrightSign®

Extensive Series 4 & 5 line-up with varied feature sets across models, often driving mid-deployment upgrade pressure.



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2. Pricing:



Amino H200:

Delivers equivalent specs at **half the price**, plus complimentary OS updates and support.



BrightSign XD235:

List price is roughly 2× Amino's H200, despite matching PoE, HD-video and baseline connectivity.

Why it matters:

Lower upfront investment and predictable running costs make budget management a breeze.

3. Operating System (OS):



Standard Android OS; runs partner APKs out of the box, tapping into a vast global developer community



Proprietary BrightScript environment; small developer pool and limited third-party integrations.

Why it matters:

Faster time-to-market, lower dev and training costs, and seamless integration with your existing ecosystem.



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Final Say:

Amino is built for the future – Flexible, scalable, IP-first and customer-centric. BrightSign is still be living in the “good enough” era of signage.

- **Amino** powers millions of devices worldwide for Pay TV and Digital Signage
- 25+ years of IPTV and Video expertise – not just “signage players”
- Proven reliability in critical environments (airports, retail, transport hubs etc).

BrightSign may have the numbers on sheer model count, but all that choice comes with compromise, confusion and hidden costs.

Amino’s razor sharp portfolio, transparent pricing, rock solid security and open ecosystem give you freedom, simplicity and future proofing – all at a price that will make you smile.

Feature	BrightSign	Amino	Why it matters
Portfolio Complexity	Extensive Series 4 & 5 family with varied feature sets—often leads to mid-deployment upgrade pressure	Two models (H200 & H200W) share identical capabilities; every firmware update and new feature hits both units simultaneously	Simplifies planning, avoids surprise upgrade costs and maximises ROI
Pricing	XD235 list price ≈ 2× H200, despite matching PoE, HD-video & baseline connectivity	H200 delivers equivalent specs at ≈ ½ the list price, plus complimentary OS updates and support	Lower upfront spend and predictable running costs make budget management a breeze
Security	Runs BrightSignOS (Linux-based); security depends on vendor-paced firmware cycles	Built on Android, with Google-backed security patches, hardware-backed keystores, secure boot and integrated DRM	Leverages one of the world’s most scrutinised platforms—no re-inventing the security wheel
Security Updates	Fixes arrive with periodic firmware releases; critical patches can be delayed between major versions	Aligns to Google’s quarterly patch schedule plus annual Android “Letter” upgrades—pushed via OTA	Proactive patching reduces vulnerability windows and shrinks maintenance overhead
Operating System (OS)	Proprietary BrightScript environment; small developer pool and limited third-party integrations	Standard Android OS; runs partner APKs out of the box, tapping into a vast global developer community	Faster time-to-market, lower dev & training costs, and seamless integration with existing ecosystems

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Qualifying Questions

1. What will you use the players for?

- Signage, Kiosks, Video Streaming or something else?
- i. Why – it will help us pick the right model and features

2. Do you need built in apps, or do you have your own?

- Will you load your own HTML5/Android apps or want pre-installed tools?
- i. Why – tells us how much set up work is needed

3. What is your budget for the project?

- What is your expected price point for each media player?
- i. Why – Ensures we can match the best deal and avoid surprises

4. How many players and when?

- First rollout size and any growth plans
- i. Why – Ensures we can deliver on time and scale up easily

5. Who will look after the players?

- In-house team or would you use our remote monitoring service?
- i. Why - Highlights the benefits of hands-off updates and fixes

6. Is Eco-Friendliness important?

- Do you care about recycling, refurbishing or energy use?
- i. Why – Amino's buy-back and long device life save money and the planet.

7. How often will you update content?

- Daily menu changes, weekly promos or real-time feeds?
- i. Why – Lets us know what you're using the player for and can upsell NowSignage.

8. Any special security needs?

- Locked down devices, secure video, or GDPR compliance?
- i. Why – Amino should always meet your players security requirements and needs.