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FOR IMMEDIATE RELEASE

Brightwave Communications Launches Next-Gen Media Monitoring Platform

New AI-powered software gives PR teams real-time insights and customizable analytics.

SEATTLE, WA - June 16, 2025 - Brightwave Communications, a leading provider of strategic PR solutions, announced today the launch of its new media monitoring platform, SignalScope(TM), designed to give communications professionals real-time insights, sentiment analysis, and tailored reporting tools.

SignalScope(TM) combines AI-driven natural language processing with human-curated intelligence to help PR teams identify emerging trends, track brand mentions, and evaluate media performance across digital, print, and broadcast outlets. The tool is built to serve agencies, nonprofits, and corporate communication departments with a scalable interface and advanced filtering options.

"SignalScope(TM) is a game-changer for media relations," said Laura Chen, Chief Product Officer at Brightwave Communications. "We designed this platform to give communications teams immediate, actionable data-helping them stay ahead of the news cycle and demonstrate measurable value to stakeholders."

The platform is available starting today with both standard and enterprise pricing options. Early adopters include several Fortune 500 companies and nationally recognized nonprofit organizations.

Brightwave is also offering a free 30-day trial for new users.

About Brightwave Communications

Brightwave Communications is a Seattle-based public relations agency known for innovative

communication strategies, media training, and digital solutions. Founded in 2010, Brightwave serves a diverse range of clients in technology, healthcare, and education sectors.

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