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BroadSign Upgrades Clients to New, More Powerful Platform to Operate Digital Signage Networks

BroadSign Suite 6.0 brings new level of automation for more efficient campaign execution and real-time reporting

Minnetonka, Minn. – Sept. 24, 2007 – BroadSign International announced today the release of the BroadSign Suite 6.0, an advanced enterprise-scale software platform for digital signage networks. The Software as a Service (SaaS) offering is licensed on a monthly subscription basis and allows digital signage networks and their operators a way to manage even the largest networks for both maximum ad revenue and efficiency. All of BroadSign's existing customer networks will be remotely upgraded at no additional cost.

BroadSign's hosted software is used by digital signage networks that service stores, restaurants, malls and transportation hubs around the world. The BroadSign Suite resolves the key challenges facing operators of digital signage networks: the need for full campaign execution functionality, accountability and scalability.

BroadSign's software enables network operators to efficiently realize the narrowcasting benefits of digital signage networks by automating the playlist compilation process through a dynamic programmable loop. The BroadSign Suite automatically manages the playlists for each screen as soon as a traffic manager enters in the parameters for a new campaign.

"The benefit of digital signage is supposed to be in its ability to narrowcast, or play different content to different audiences within a network of screens," observed BroadSign President and CEO Rick Engels. "However, this means multiple ad versions for every campaign and the need to do fine targeting. We're able to automate much of this work, and that means there's almost no limit to the size of networks we can serve."

The process of scheduling, monitoring and reporting on media campaigns has been further enhanced and automated in the new BroadSign Suite version. In addition, the simplified user interface and up-to-the-minute reporting allows users to easily verify content files and see the latest updates to campaigns and playlists in real time.

“The release of 6.0 continues BroadSign’s market leading technology position by delivering the most powerful, reliable and cost effective digital signage platform. This new version not only adds critical new features such as improved remote management, but the user interface has made managing our complex networks much simpler,” said Christian Vaglio-Giors, managing director of Neo Advertising, a network operator.

"BroadSign Suite 6.0 aligns with our goal to help customers get the right message to the right place at the right time, verifiably," said Engels, president and CEO of BroadSign International. "We're filling in the critical piece that will move digital signage from a growing but small industry to one that becomes a must-have part of any significant media buy. That's going to be great news for our customers."

BroadSign's software is specifically designed to meet the latest demands of the advertising community. Ad buyers are able to target specific regions, times or demographics and match them with promotional and merchandising activity. BroadSign’s audit-ready proof-of-play reports enable marketers to see how their in-store advertising affects product sales by correlating campaign playback information with point-of-sale data.

About BroadSign International Inc.

BroadSign International Inc. is a worldwide provider of hosted solutions for managing digital signage networks. The BroadSign(TM) Suite resolves the challenges facing operators of digital signage networks: the need for full campaign execution functionality, accountability and scalability. The software enables media specialists to target, sell or purchase network airtime and account for campaign performance. BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology. The BroadSign Suite is used by digital signage networks in 25 countries around the world. The company's corporate office is located in Minnetonka, Minn., USA.