

## **CONTEXTMEDIA, INC. CHOOSES BROADSIGN TO POWER THE LARGEST DIGITAL SIGNAGE NETWORK IN DIABETES CLINICS**

### ***Digital Signage Operator Uses BroadSign's Software as a Service to Run Targeted Programming and Grow Network***

**MONTREAL- May 21, 2008-**BroadSign International Inc., a worldwide provider of “Software as a Service” (SaaS) solutions for managing digital signage networks, and Chicago-based ContextMedia, Inc., a point-of-care digital media network operator, are deploying screens at 900 locations to create the largest diabetes health education network in North America.

ContextMedia owns and operates the Diabetes Health Network (DHN) – a network of digital displays installed in medical offices. The location-specific video programming inspires patients, educates them about their condition, provides nutritional tips and gives advice on products that can help them lead a healthier life.

The DHN is the only waiting-room multimedia network that is fully dedicated to diabetes. The content loop consists of high-quality video segments produced by the world’s leading sources of diabetes education, combined with sponsor messages. The DHN model allows doctors to customize programming for their office by selecting content from an extensive library and mixing in their own video messages.

Membership for DHN is free for doctors who meet certain criteria. ContextMedia, Inc. installs and maintains the screens at no cost to the clinics, while doctors have control over the content playing in their office and can use ten percent of airtime for their own messaging.

“The Diabetes Health Network is both educational and entertaining,” said Laura Delbrey, Diabetes Educator in Valparaiso, IN. “Patients come to their appointments more informed and educated, often with additional questions about how to treat their diabetes. The programming is very helpful because other diabetics are giving them the information, and not just doctors.”

The rollout follows the success of an initial deployment of 350 screens, which produced positive responses from patients, doctors and the healthcare industry. Three of the top 20 global pharmaceutical companies, including Roche Diagnostics and Sanofi Aventis, have become regular sponsors of the DHN.

“The Diabetes Health Network brings a solution to a fundamental shortcoming of healthcare education – patients need more info to handle their condition,” said Derek Moeller, Chairman, ContextMedia, Inc. “At the same time, they waste an aggregate of millions of hours in waiting rooms. The industry had to find a way to explain various treatments to people who need them without offending those who don’t and doctors want to communicate with their patients without increasing their marketing expenses.”

ContextMedia, Inc. is planning to expand the network to 1800 screens in 2009, and reach up to 4000 screens in 2010. According to Derek Moeller, BroadSign’s SaaS solution was chosen because of its ability to support network growth at minimal operational costs, and because of the flexibility of its media placement workflow.

### **About BroadSign International Inc.**

BroadSign International Inc. is a leading worldwide provider of hosted solutions for managing digital signage networks. BroadSign™ Suite is a 'Software as a Service' (SaaS) platform that resolves the challenges facing modern digital signage networks: the need for acceptance by the mainstream advertising community, time to market and the need for full campaign execution functionality, accountability and true scalability.

The software enables operators to target out-of-home audiences, sell network airtime; reliably play back scheduled content on each screen and account for campaign performance. Essential support and maintenance services are included in the per-player monthly license fee.

BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology and is a member of the Out-of-home Video Advertising Bureau (OVAB), OAAA, the Digital Signage Association and POPAI. Digital signage networks in 25 countries use the BroadSign™ Suite. The company's corporate office is located in Minnetonka, Minn., USA. and Operations, Support and Development facilities are in Montreal, Canada. For more, visit [www.broadsign.com](http://www.broadsign.com).

### **About ContextMedia, Inc.**

ContextMedia, Inc.'s first network, the Diabetes Health Network (DHN), is a digital waiting room television network that empowers healthcare professionals to educate and inspire their patients to live healthier lives. Member clinics receive a flat-screen television featuring award-winning educational content for diabetics from the country's leading health educators for no cost or commitment. Clinics can select the content they want for their patients from DHN's extensive content library. In addition, clinics can customize their own video message to communicate information such as nutrition and fitness tips as well as office procedures and staff profiles. The DHN will reach 6 million patients in 2008. Made available through sponsorships and educational grants, the Diabetes Health Network is a service of Chicago-based ContextMedia, Inc. For more information, please visit us at [www.diabeteshealthnet.com](http://www.diabeteshealthnet.com).

Media Contacts:

Melissa Dolan (USA)

Fusion Public Relations

212-651-4236

[melissa.dolan@fusionpr.com](mailto:melissa.dolan@fusionpr.com)

Philippe R. Bertrand (Canada)

Atomica

514-515-9353

[prbertrand@spincommunication.ca](mailto:prbertrand@spincommunication.ca)

Shradha Agarwal

Director of Communications

312-239-6657

Shradha@contextmediainc.com