

## **Artisan Complete, BroadSign and CognoVision Bring True Measurability To Retail Digital Media**

*nCAPSULE is first fully integrated digital media deployment of facial detection technology to measure and enhance shopper engagement*

Toronto and Montreal – June 10, 2008 – Artisan Complete has launched the first installation of its groundbreaking nCAPSULE digital merchandising solution, featuring best-of-breed digital signage software from BroadSign and the first retail deployment of facial detection software from CognoVision.

The nCAPSULE is a remotely programmed digital floor display that offers push-button interactivity using BroadSign™ Suite and automated audience measurement analytics using CognoVision's Anonymous Impression Metric (AIM) technology.

“This is a major step for our company and for our clients,” said Stephen Ghigliotti, Account Director at Artisan Live, the digital arm of retail communications provider Artisan Complete. “Artisan has always designed and manufactured great retail displays. By working with BroadSign and CognoVision we are now able to see exactly how they are working to get the attention of shoppers.”

The first nCAPSULE was launched at the flagship Birks jewelry store in Toronto for the Movado Group and its Concord brand of luxury watches. Its sleek and elegant look is enhanced by high-definition content delivered through BroadSign's Software as a Service (SaaS) platform.

“Integrating BroadSign's campaign execution system with CognoVision's automated audience measurement tools allows any digital signage network to offer an unprecedented level of service to their advertisers,” said Rick Engels, CEO of BroadSign International. “It also provides a high-tech shortcut to measuring the advertising ROI, eliminating the usual significant time delay and reducing the need for traditional big-budget surveys.”

“The nCAPSULE is an exemplary embodiment of bringing together industry leaders to create an all encompassing, fully integrated digital media solution for retail,” said Haroon Mirza, Director of Business Development of CognoVision Solutions Inc. “The combination of CognoVision's AIM audience measurement system with BroadSign's digital signage suite provides an exceptional platform for advertisers to deliver, measure, and optimize their campaigns.”

Together, Artisan Complete, BroadSign, and CognoVision are spearheading the movement towards maximizing the effectiveness of digital signage.

### **About Artisan Complete**

Artisan Complete is one of North America's largest providers of retail communication solutions, offering creative and production services for static, digital and interactive POP signage and display. Through the manufacturing capabilities of Artisan Print+, the design and marketing services of Artisan Retail and the digital expertise of Artisan Live, we offer comprehensive in-store marketing solutions for brands, retailers and their agencies. With award-winning digital content services and an expertise in the constantly evolving technology landscape, Artisan provides a single source to marketers looking to extend their message onto new media at retail. Visit us at [www.artisancomplete.com](http://www.artisancomplete.com)

### **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 CognoVision Solutions Inc.**

CognoVision Solutions Inc. is an innovative provider of automated real-time audience measurement solutions. CognoVision's sophisticated video analytics solutions measure audience viewing information for out-of-home advertising on media displays, including: digital signage, TV displays, posters, kiosks, window displays, product displays, and endcap displays. The company's solutions have been built from the ground up for the specific purpose of audience measurement, and are not derived from homeland security algorithms. CognoVision's AIM system has been designed to completely respect people's privacy. No personally identifiable information is ever collected, and no images are ever recorded. Visit CognoVision at [www.cognovision.com](http://www.cognovision.com)

###

Contact:

Stephen Ghigliotty  
Artisan Live  
331 Amber Street  
Markham, Ontario  
L3R 3J7  
905 475 2630  
[stephen.g@artisancomplete.com](mailto:stephen.g@artisancomplete.com)