



**LEVELVISION™ SELECTS BROADSIGN'S DIGITAL SIGNAGE SOFTWARE TO POWER DISPLAYS IN OUT-OF-HOME VENUES NATIONWIDE**

*BroadSign's Software as a Service (SaaS) Solution Will Allow LevelVision to Manage Digital Advertising Displays on Store Floors and Counters*

**MINNEAPOLIS & MONTREAL – March 12, 2008** – BroadSign International Inc., a leading worldwide provider of hosted software for managing digital signage networks, announced today that LevelVision Media has integrated BroadSign™ Suite into its proprietary out-of-home level surface media.

LevelVision is a media network provider allowing advertisers and retailers to more effectively engage consumers at the point of purchase decision. Through its patented devices like IntelliMat® and CounterVision™, LevelVision brings the right messages to the right locations at the right time.

LevelVision has both a proxemic and psychological impact on consumers. LevelVision takes advantage of the proxemics marketing effect by delivering content to consumers within their personal space. Combined with the human tendency for increased attentional focus when looking down, this helps deliver more engaging content in the customers' natural line of sight.

“We picked BroadSign because they delivered what they promised in full: the software that allows us to do pinpoint audience targeting, adjust schedules and content quickly, and reliably run large networks from one control point; with very few people and no additional IT infrastructure,” said Jim Currie, President, LevelVision LLC.

Following the integration with BroadSign's digital signage software LevelVision is expanding its network to more than 200 college bookstores nationwide and is deriving revenue from selling advertising time on the screens, as well as from the sales of display devices.

“LevelVision found a very innovative way to resolve the problem of communicating with consumers without adding to the in-store signage clutter,” said Rick Engels, president and chief executive officer of BroadSign International. “We feel there is a great match between their business concept and what our software can do, so we will complement each other very well.”

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

BroadSign International Inc. is a leading worldwide provider of hosted solutions for managing digital signage networks. The BroadSign™ Suite resolves the challenges facing modern digital signage networks: 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. BroadSign combines extensive expertise in digital signage software, media, advertising, and information technology and is a member company of the Out-of-home Video Advertising Bureau (OVAB), OAAA, In-Store Marketing Institute and POPAI. Digital signage networks in 25 countries around the world use The BroadSign™ Suite. The company's corporate office is located in Minnetonka, Minn., USA. For more, visit [www.broadsign.com](http://www.broadsign.com)

### **About LevelVision**

LevelVision is a media solutions company that brings advertising and information to previously unreachable, highly desired commercial locations. Its extensive patent portfolio provides it with a competitive advantage worldwide for its dynamic displays that deliver digital advertising and informational messages—that are highly engaging to consumers. The company's exciting out-of-home media solutions are scalable, network-capable, and easy-to-use right out of the box. For retailers, LevelVision provides a new source of recurring revenue through both the sale of in-store advertising and increased sales. For brands and advertising agencies, LevelVision effectively engages people closer to the point of decision, creating a new marketing dimension that is micro-targeted. LevelVision has more than 30 issued patents in U.S. and foreign countries and more than 100 patent applications pending worldwide. The company's Web site is [www.levelvision.com](http://www.levelvision.com)

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