

**FOR IMMEDIATE RELEASE**

**BROADSIGN WILL POWER SKYNET, ADTImedia's GIANT LED MESH DISPLAY  
AT THE DEMOCRATIC NATIONAL CONVENTION**

*The Digital Signage Software Will Enable Playback of Multimedia Content on the Revolutionary  
SkyNet™ Screen to Be Unveiled at the DNC*

MINNETONKA, MN & MONTREAL, QC – AUGUST 19, 2008 – BroadSign International, a leading provider of software as a service (SaaS) for managing digital out-of-home networks, and Advance Display Technologies, Inc (ADTImedia), a manufacturer of innovative display technologies, are deploying the innovative giant SkyNet™ LED sign to inform the delegates of the 45th Democratic National Convention that will take place in Denver, CO on August 25-28.

According to ADTImedia, SkyNet screens are a “bigger, lighter, and brighter” alternative to traditional LED displays. The SkyNet scalable mesh display was launched into production in February of this year at ADTI’s facilities in Temecula, CA. The installation at the Denver Convention Center is the first commercial showcase of SkyNet, and it has already attracted significant interest from advertisers.

Using ADTImedia’s patented transparent mesh technology, SkyNet is flexible enough to wrap around the corners of a building and large enough to dress an unprecedented twenty stories or more. The screens are bright enough to be clearly viewed in full sunlight and can withstand severe weather conditions. SkyNet’s light-weight design efficiently distributes the load to avoid the structural engineering required in installation of a conventional fixed-frame display. The less-than-three-centimetres-thick mesh can easily enwrap an entire high-rise building, creating spectacular graphics and video effects.

The 44-by-31 foot SkyNet screen is being mounted above the entrance to the Colorado Convention Center and will feature closed-captioned news, announcements and directions for the DNC delegates. The project is supported by advertising that will occupy a portion of the airtime.

The programming will feature a complex 60-minute loop with various types of content and the capacity to interrupt scheduled playback for live updates or urgent announcements. BroadSign’s SaaS is used to plan, schedule and execute the programming and produce affidavits for advertisers.

“ADTImedia is now utilizing a BroadSign solution that allows delivery of a variety of static, Flash and video content from a number of our sponsors to the SkyNet installation in Denver during the DNC event. BroadSign's platform allows ADTI to preview, verify and schedule the content remotely from my office in North Carolina. We are then able to send the content and schedule over a secure connection to the SkyNet installation in Denver,” commented Jody Thomas, ADTImedia's Chief Technology Officer. “BroadSign has been quite exceptional in

supporting ADTI's technical and logistical content management requirements throughout the planning and implementation process for the SkyNet installation in Denver.”

“To date SkyNet is one of the most innovative screen surfaces in the outdoor industry and our collaboration demonstrates the ability of BroadSign’s software to accommodate any emerging cutting-edge technologies.” said Brian Dusho, Chief Strategy Officer at BroadSign International. “We are looking forward to facilitating the Democratic National Convention and to future exciting and challenging deployments with ADTImedia.”

### **About BroadSign**

BroadSign International Inc. is a leading worldwide provider of Software as a Service (SaaS) solutions for managing digital out-of-home networks. BroadSign™ Suite 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 and optional Managed Services are offered to provide a ‘hands-free’ network operation. 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. Over 150 digital signage networks in 25 countries run on BroadSign™ Suite platform. 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 ADTImedia**

ADTI Media Inc. is a wholly owned subsidiary of Advance Display Technologies Inc., (OTCBB: ADTI) a company developing, manufacturing, and selling proprietary outdoor digital display products and the associated management services for the outdoor advertising, entertainment, sporting venue, and architectural lighting markets. ADTI is headquartered in Centennial, Colorado with additional Company operations in New York City, New Jersey, North Carolina and Southern California. For more information, visit [www.adtimedia.com](http://www.adtimedia.com).

### **Forward-Looking Statements**

This press release includes "forward-looking statements" within the meaning of the safe harbor provision of the Private Securities Litigation Reform Act of 1995. For example, predictions or statements of belief or expectation concerning the anticipated potential of SkyNet™ or its uses are “forward-looking statements” that should not be relied upon. Such forward-looking statements are based on the current beliefs of the Company and its management based on information known to them at this time. Because these statements depend on various assumptions as to future events, they should not be relied on by shareholders or other persons in evaluating the Company. Although management believes that the assumptions reflected in such

forward-looking statements are reasonable, actual results could differ materially from those projected. There are numerous risks and uncertainties which could cause actual results to differ from those anticipated by the Company, including but not limited to those cited in the company's Form 10-K for the year ended June 30, 2007 which has been filed with the U.S. Securities and Exchange Commission and may be accessed at [www.sec.gov](http://www.sec.gov).

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