



## **BROADSIGN'S NEW SOFTWARE BRINGS TRANSPARENCY TO BUYING DIGITAL OUT-OF-HOME MEDIA**

*The New Version Features a Dynamic Rate Card, Enables CPM Value Calculations*

**MINNEAPOLIS, MN and MONTREAL, QC – APRIL 1, 2008** – BroadSign International Inc., a leading worldwide provider of 'Software as a Service' (SaaS) solutions for managing digital signage networks, has released the next version of the acclaimed BroadSign™ Suite, designed to further facilitate buying screen time on digital signage networks. The application also offers more flexibility in creating content playback schedules.

Using BroadSign™ Suite 6.1, network operators can satisfy the most demanding advertisers by generating media buyer-friendly documents such as insertion orders, campaign progress reports and affidavits.

BroadSign™ Suite 6.1 includes a range of new features requested by client networks, as well as other enhancements dictated by the fast-paced evolution of the digital out-of-home market.

Digital signage networks can now price advertisers' campaigns and justify their billings more precisely, using a dynamic rate card tool built into the software interface. Operators can set up a network rate card by entering a price value per ad repetition or per impression, and then easily calculate the total cost of a campaign. The rate card also makes it easy to estimate CPM values, for comparison to other media and ROI analysis.

Other new features include "3<sup>rd</sup>-party ad triggering" which allows specific ads to be played if certain conditions occur, such as a change in weather or product stock volume; customer touching an interactive screen or a button, emergency alarms, etc.

"Our commitment to client networks is to constantly analyze market feedback and come up with more powerful versions of our flagship technology, so our customers always have access to the latest innovations," said David Womeldorf, Executive Vice President of Worldwide Marketing and Products of BroadSign International. "Being a SaaS corporation, we also ensure that each software upgrade is backed by a new level of excellence in support and maintenance services."

The BroadSign™ Suite's interface reflects the media buying process practiced by the traditional media industry and combines this workflow with the specific functionalities

required for digital signage operations. The SaaS model offers cost-efficiency and the ability for digital signage networks to grow with minimal IT and operational staff.

All digital signage networks currently using BroadSign™ Suite will be upgraded to the new version remotely, and at no additional cost.

**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: acceptance by the mainstream advertising community, fast time to market, 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 corporate member company 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 Support and Development facilities are in Montreal, Canada. For more, visit [www.broadsign.com](http://www.broadsign.com)

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