

## **BROADSIGN'S INTEGRATION WITH DATACALL BROADENS THE CHOICE OF CONTENT FOR DIGITAL SIGNAGE NETWORKS**

*Data Call's Content Feeds Enable BroadSign-powered Digital Signage Operators to Pick and Choose High Quality Programming Components*

**HOUSTON, TX and MINNETONKA, MN – February 14, 2008** – Data Call Technologies, Inc (DCLT.OB), the largest supplier of live content feeds for digital signage and BroadSign International Inc., a leading worldwide provider of hosted software for operating digital signage networks, have integrated the two technologies to allow BroadSign's client networks to subscribe to a variety of streaming programming content.

Digital signage networks running on BroadSign's platform can now make their signs more enticing to customers by including Data Call's information feeds such as news, sports, traffic, weather, market updates, stock tickers, amber alerts, etc., into their content loops.

“With Data Call's product, our customers' networks can now easily customize their playlists to the demographic profiles of their venues,” said Rick Engels, CEO of BroadSign International. “It's a versatile tool helping them turn digital screens into sources of relevant information and relevant advertising.”

Data Call's feeds are currently being displayed in thousands of locations ranging from hotels, banks and airports to sports arenas and convention centers across the U.S and worldwide.

“BroadSign's client base has been growing at a very impressive rate,” said Jim Ammons, CEO of Data Call Technologies, Inc. “Strategically partnering with this company gives us access to an even greater number of potential subscribers, so it's clearly a natural business alliance and a symbiosis of two cutting-edge digital signage applications.”

### **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: 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 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 Data Call Technologies, Inc.**

Data Call Technologies, Inc. is a digital signage internet software company specializing in aggregated, licensed, frequently updated digital content including more than 35 categories of news; weather conditions, forecasts and watches/warnings; sports headlines, schedules and in-game updates; financial news and data; traffic updates; and Amber Alerts. Data Call has multiple working relationships and strategic agreements with the industry's leading providers of digital signage. It also has numerous agreements with providers of point-of-sales displays, wireless technologies and VoIP phones. Data Call's corporate headquarters are located in Houston, TX. For more, visit [www.datacalltech.com](http://www.datacalltech.com)

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