



Audience Measurement Technology Firm CognoVision Integrates with BroadSign to Create an Automated Campaign Analytics Platform for Digital Signage

Integrated reporting system is industry's first to allow advertisers to measure effectiveness of their digital-out-of-home ad campaigns

Last update: 1:02 p.m. EDT April 16, 2009

TORONTO and MONTREAL, April 16, 2009 /PRNewswire via COMTEX/ -- CognoVision Solutions Inc., a leading provider of automated audience measurement and targeted marketing solutions, and BroadSign, a market leader in Software-as-a-Service solutions for managing digital signage networks, have integrated their reporting modules into CognoVision's Anonymous Impression Metric (AIM) Analytics system to offer a first-of-its-kind joint application that measures campaign effectiveness based on audience numbers, viewer behavior, and ad-triggered actions.

The AIM Campaign Analytics service is now available to all marketers advertising on BroadSign-powered networks.

The integrated campaign analytics platform has been field-tested since February 2009 at two grocery stores in the Greater Toronto area, on 25 screens operated by The Marketplace Station.

CognoVision's AIM system processes the data feed from the optical sensors embedded in the screens and generates anonymous viewership statistics. The aggregated data is then correlated with proof-of-play reports from the BroadSign network management software using CognoVision's web-based analytics tool, which is consistent with the Out-of-home Video Advertising Bureau's (OVAB) Audience Metrics Guidelines. The reports generated in real time provide insights regarding what specific ads were seen, how long each ad was watched for, and viewer gender breakdown for each ad.

"The combination of our analytics application and BroadSign's proof-of-play data opens up unprecedented opportunities for marketers to gauge the effect of almost every ad dollar invested in a digital signage campaign," said Haroon Mirza, Director of Business Development at CognoVision. "By using our system, both network operators and advertisers can eliminate a significant amount of guesswork from campaign creation. They will see what content works better, what ad slot length is more effective, how long the loop should be for maximal impact, and can adjust other critical parameters. The audience data can also be processed against point-of-sale records to correlate the digital signage campaigns with actual sales lift."

"For years, the digital signage industry has been looking for a metric that quantifies advertising dollars spent against reach," said Raji Kalra, Managing Director of The Marketplace Station. "Terms such as GRPs and CPM stem from traditional non-digital media and are diplomatic ways to express potential, not actual impressions. However, by combining CognoVision's audience metrics and BroadSign's content playback reporting mechanism in a single application, we can now extract true viewership statistics containing rich data that has been almost impossible to obtain up until now."

According to Mirza, the ability to gather campaign analytics on a continuous basis across all screens in a digital signage network, 24 hours per day, provides instant insights about customer behavior and campaign effectiveness at a fraction of the cost of traditional research methods.

About CognoVision Solutions Inc.

CognoVision provides real-time audience measurement solutions for the retail and out-of-home advertising industries. The company's Anonymous Impression Metric (AIM) system uses face-detection and people-tracking video analytics technology to measure the effectiveness of media displays, including digital screens, posters, kiosks, window displays, and product displays. AIM also enables digital advertising to be targeted in real time according to anonymous audience demographics. AIM has been designed to completely respect privacy. No images or video are ever recorded. No personally identifiable information is ever stored. Learn more at <http://www.cognovision.com>.

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About Planet-Tek Systems and The Marketplace Station

The Marketplace Station(TM) is owned and operated by Planet-Tek Systems, which is privately held in Ontario, Canada. Since 2002 Planet-Tek Systems, a specialist in digital signage management solutions, has built a trusted reputation in the IT industry through providing clients with computers, servers and networking services. Planet-Tek Systems will be expanding The Marketplace Station concept into natural-health retailer locations throughout 2009, to continue to offer marketers the ability to reach their target demographic through highly targeted media such as digital signage. Learn more at <http://www.themarketplacestation.com>.

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(TM) Suite was built for digital signage networks that generate revenue from advertising sales. It 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, and 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), OVAB Europe, OAAA, the Digital Signage Association, CODA and POPAI. 165 digital signage networks in 25 countries run on the BroadSign(TM) Suite platform. The company's corporate office, operations, support and development facilities are in Montreal, Canada. For more, visit www.broadsign.com.