



## **BROADSIGN UNVEILS NEW MANAGED SERVICES OFFERING FOR DIGITAL SIGNAGE NETWORKS**

*BroadSign's Managed Services Will Allow Digital Signage Operators to Deploy Faster and Reduce Network Maintenance Costs*

**MINNEAPOLIS, MN and MONTREAL, QC – February 5, 2008 –**

BroadSign International, Inc. (BroadSign), a leading worldwide provider of hosted software for managing digital signage networks, today announced that it has launched a comprehensive range of Managed Services designed to help digital signage network operators deploy and run their networks with minimal staff and maximum efficiency. These optional service packs are provided in addition to the essential support services already included in the monthly BroadSign Player license fee.

“The media and ad sales components are becoming more prevalent in network operators' workload,” said David Womeldorf, Executive Vice President, Worldwide Marketing and Products, of BroadSign International. “Our research shows that the digital signage industry is moving towards outsourcing network maintenance and other technical jobs, so the Managed Services is our answer to this clearly expressed need.”

Subscription to BroadSign Managed Services can be obtained at an extra monthly fee and allows clients to benefit from BroadSign's vast hands-on expertise in how to extract the full potential of the BroadSign® Suite.

The Managed Services specialists will take on the routine day-to-day functions to enable networks to focus on their media business objectives.

BroadSign Managed Services cover any of the detailed software-related tasks one may need to accomplish in the course of digital signage network deployment and operations. The following service packages are available:

- **Scheduling Services**
- **Network Monitoring Service**
- **BroadSign Operating System Services**
- **Dynamic Content Services**

Subscribing to BroadSign Managed Services allows network operators to deploy even large and sophisticated networks fast, thus reducing time to market. The Managed Services will also assist network operators in executing campaigns of any targeting complexity to meet or exceed advertisers' expectations of effectiveness.

## **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)

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