

## **BROADSIGN'S SAAS TO POWER THE LARGEST DIGITAL OUT-OF-HOME VIDEO NETWORK IN ITALY**

*Local advertisers find targeting audiences via PromoTV's screens effective and cost-efficient*

**FOLIGNO, ITALY, MINNETONKA, MN AND MONTREAL, JULY 28, 2008** – BroadSign International Inc., a worldwide provider of “Software as a Service” (SaaS) solutions for managing digital signage networks, and PromoTV Italia, a digital signage operator in Italy, have started deployment of PromoTV network targeting customers at hospitality, wellness, government and entertainment facilities.

The deployment follows a successful pilot of 500 screens in various venues that showed positive results in ad awareness, recall and sales lift. Most ads are placed by businesses seeking to reach local residents who frequent restaurants, gyms, hospitals, medical offices, government institutions and other public places.

Large LCD screens are being installed in prime locations across Italy to reach 2600 venues by the end of 2008, 6500 venues in 2009, and 10400 locations by 2010. The programming features local and financial news customized for each venue, combined with infotainment and advertising. The Tuscany, Sardinia and Umbria segments of PromoTV usually test various programming and advertising formats before they are expanded to the whole network.

“We were encouraged by the results of the pilot and the interest from advertisers, and decided to speed up the deployment,” said Fabrizio Ferrua, product manager of PromoTV. “We also needed a powerful software platform that would not require a lot of maintenance on our part, and at the same time support our growth, so we chose BroadSign’s Software as a Service.”

According to Fabrizio Ferrua, once in operation, PromoTV will be the largest digital signage network in Italy, offering the highest advertising ROI amongst all available media.

"I am glad another large operator with deep media background has joined the ranks of networks running on BroadSign platform", said Brian Dusho, Chief Strategy Officer of BroadSign International. "This validates our strategy towards making sophisticated program scheduling and micro-targeting easy and accountable for networks of any size." PromoTV is planning to conduct regular audience measurement and advertising ROI studies in conjunction with leading research firms.

### **About PromoTV Italia**

PromoTV Italia S.p.A is a market leader and the largest digital signage network operator in Italy. The company is specialized in full management of digital out-of-home networks across the country in various verticals, including hospitality, wellness, government and entertainment facilities. PromoTV also customizes content feeds provided by major media partners for each network segment and sells advertising space.

PromoTV Italia S.p.A is headquartered in Foligno, Italy. For more info, please visit: [www.promotv.eu](http://www.promotv.eu).

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### **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. 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 140 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).