

RMS Networks Collaborates With BroadSign To Allow Ad Agencies To Access Broader DOOH Advertising Space And Seamlessly Execute Campaigns



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Press Release Summary: Integration Connects Digital Signage Inventory from BroadSign-Powered Networks with Advertising Space and Content within RMS Networks' rVue Exchange

Press Release Body: Fort Lauderdale, FL and Montreal, Canada February 2, 2009 – BroadSign International, Inc., a worldwide provider of "Software as a Service" (SaaS) solutions for managing digital signage networks, and RMS Networks, Inc., the leading digital marketing and technology solutions agency, have joined forces to offer advertisers easier-to-buy digital out-of-home media.

The integration has become possible due to the new open-standard cross-network media buying platform - BroadSign Open, scheduled for release in early 2009. The two companies have collaborated to connect BroadSign Open

with rVue – a digital signage media-planning tool developed for the DOOH industry and used by RMS Networks. rVue’s addressable advertising exchange takes a ‘Google AdWords’ approach and applies it to the DOOH industry. RMS’ rVue exchange is a web-based application that enables advertisers to find and bid on digital out-of-home properties across multiple networks.

Thanks to the rVue/BroadSign Open collaboration, over 165 DOOH networks that run on BroadSign’s software can now add their inventory to RMS’ media planning platform, thus becoming part of the larger-scale media buys they didn’t have access to before.

BroadSign Open will grant rVue users access to its combined network media space to enable advertisers to target and execute digital signage campaigns across BroadSign-powered networks.

“Our relationship with RMS Networks gives our networks an opportunity to be seen by planners and advertisers via a unified interface and simplifies the process of buying digital out-of-home,” said Brian Dusho, President & Chief Strategy Officer of BroadSign International. “Coupling rVue with BroadSign Open brings together the best of two worlds: mass reach and micro targeting.”

“BroadSign is an established, worldwide provider of campaign fulfillment workflow for the industry with an impressive group of networks,” notes Jason Kates, Founder, President and CEO of RMS Networks. “The integration of our respective technologies is designed to further enable advertising agencies to easily plan and buy OOH media campaigns and measure their effectiveness.”

The rVue Ad platform also offers greater accountability and relevancy in advertising. With rVue’s innovative targeting tools and auction-based pricing system, advertisers can find the right context and audience for their advertising message, only pay for impressions delivered to their ads, and receive digital reporting within 24 hours.

Additionally, The Component Group, an Omnicom agency has endorsed rVue from the start and is very optimistic about this announcement. “We collaborated with RMS Networks over the last year to integrate what the agencies are looking for - a dashboard approach to segregate the digital out of home opportunities and allow an efficient buy to take place”, said Bob Chimbél, CEO of the Component Group. “The incorporation of rVue into BroadSign’s reach is game-changing. A platform of this scope now allows us to access digital Out-of-Home outlets in a way that was not previously available.”

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 165 digital signage networks in 25 countries run on BroadSign™ Suite platform. The company's corporate office, Operations, Support and Development facilities are located in Montreal, Canada. For more, visit broadsign.com.

About RMS: RMS is the leading digital media and marketing agency that develops, manages and delivers the most relevant video advertising segments to millions of consumers daily. Through rVue, RMS' addressable advertising exchange, high-traffic venues and consumers can access HD video content, create play lists and dramatically enhance the shopping experience. Advertising agencies can reach their target audience at or near the time of purchase. The technology is platform-agnostic, and can work independently or layer on most current industry applications. From its headquarters in Fort Lauderdale, Fla., RMS has served the nation's most respected and recognizable brands including AutoNation, Blockbuster, Subway, Accenture and Advance Auto Parts – all with a simple proposition: Where ROI meets awareness. That's RMS. Learn more at rmsnetworks.com and rVue.com.

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