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Dynasign Announces the Partnership with BlueFire Digital to Provide Mobile Marketing Solutions

February 26, 2007 - Fremont, CA. Dynasign Corporation, a Silicon Valley based digital signage software vendor, has announced the partnership with BlueFire Digital, provider of mobile marketing technologies. The Dynasign screens integrated with BlueFire Digital's SMS platform and Bluetooth technologies will bring the digital signage screen to a new dimension which enables the personalized interaction with audience for enhanced information dissemination, targeted marketing and response tracking.

"Our mobile technologies are built with notion of providing tracking mechanism to the network operators and advertisers," said H. Jay Patel, President of BlueFire Digital. "By mixing BlueFire SMS and BlueFire uTV platform with Dynasign's DS platform will provide detail tracking while adding rich SMS interactivity."

"The integrated technologies will change the dynamics of digital signage network by engaging the audiences with on-the-spot interactivities via the popular mobile text messaging and Bluetooth." said Alex Wang, President of Dynasign.

Dynasign is showcasing the text messaging marketing application at the Digital Signage Expo 2008 in Vegas.

Dynasign screen viewers can interact with digital signage screens via Mobile text messages and multi-media messages for delivering and exchanging coupon, vote, photo etc.

Dynasign is planning to release a set of comprehensive mobile phone integrated features in Q2 2008. The planned new features include content trigger by mobile text messaging and content exchange and display via Bluetooth.

About BlueFire Digital:

BlueFire Digital, a trendsetting technology company based in Silicon Valley, provides mobile marketing technology to out-of-home advertising and the digital signage industry. Its products provide solutions for the challenges facing operators of out-of-home advertising and digital signage networks: the need for scalability, cost-efficiency and innovative marketing. In addition, its products enable advertising network operators to reach customers on their mobile handheld devices.

About Dynasign:

Dynasign Corporation is a global leader in delivering digital signage network technologies and hosted digital signage network services. Dynasign provides a highly scalable enterprise class digital signage network platform with advanced targeted content publishing features and simple to use web based user interface for media networks, government agencies, schools and businesses to reach their targeted audiences with relevant up-to-minute information. Dynasign's all-inclusive online service and flexible media player product lineup enable our clients to manage the explosive ad sponsored screen network growth and business communications demand with a "THINK BIG, START SMALL" approach. Dynasign Corporation is located in Silicon Valley, California. For more information, visit www.dynasign.net.

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