

Press Release

Dynasign integrates CognoVision Audience Measurement Technology

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Dynasign Corporation, a major provider of digital signage software solutions, and CognoVision Solutions Inc., a leading provider of real-time audience measurement and targeted marketing solutions, have announced a partnership whereby CognoVision technology will power the new Dynasign Audience Measurement system.

CognoVision's Anonymous Impression Metric (AIM) technology uses face-detection and people counting technology to measure the effectiveness of digital signage, and enables real-time content targeting based on audience characteristics, allowing for truly measured and targeted delivery of media. The system has been designed to completely respect privacy – no personally identifiable information is ever collected, and no images are ever recorded.

The integrated offering provides Dynasign's existing and new clients with the ability to understand viewer counts, time spent watching, and demographics all in real-time - this information allows for improved media planning and targeted marketing. AIM also enables Dynasign's system to adapt content according to audience characteristics in real-time.

"Integrating with CognoVision adds a new degree of intelligence to our platform," said Alex P. Wang, President of Dynasign. "Our customers will be able to improve the effectiveness of their communication efforts as they better understand how people watch their screens."

"We are pleased to now have integrated with Dynasign's powerful digital signage solution," added Haroon Mirza, Director of Business Development at CognoVision. "Using AIM technology, media can now be tailored in real-time according to gender, number of viewers, historical viewing trends, and more. This allows for increased communication effectiveness, and the maximization of advertising ROI."

The Dynasign Audience Measurement System will be on display at the Digital Signage Expo (DSE) in Las Vegas on Feb 25 to 26, 2009 in the Dynasign booth (#1227).

For further information, please contact:

Dynasign Corporation
Jimmy Dun – VP Business Development
1-510-405-5988 ext. 118
jdun@dynasign.net

CognoVision Solutions Inc.
Haroon Mirza – Director of Business Development
1-905-754-0050 ext. 22
haroon.mirza@cognovision.com

About Dynasign:

Dynasign is a global leader in delivering enterprise class digital signage online solutions. Dynasign offers a simple, effective and powerful Digital Signage Online service platform that can be tailored to your business needs. Dynasign allows you to establish your own advertising or communicating media network to publish dynamic eye-catching rich-media ads and real-time messages to remote screens without purchasing and managing any server hardware and software. For more information, visit www.dynasign.net.

About CognoVision:

CognoVision Solutions Inc. is an innovative provider of automated real-time audience measurement solutions. CognoVision's sophisticated video analytics solutions measure audience viewing information for out-of-home advertising on media displays, including: digital signage, TV displays, posters, kiosks, window displays, product displays, and endcap displays. The company's solutions have been built from the ground up for the specific purpose of audience measurement, and are not derived from homeland security algorithms. CognoVision's AIM system has been designed to completely respect people's privacy. No personally identifiable information is ever collected, and no images are ever recorded. For more information, visit www.cognovision.com.