WIRELESS RONIN®
TECHNOLOGIES

Communicating at Life Speed.™

Company Presentation
December 2007

RONIN CAST®
Dynamic Digital Signage

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Wireless Ronin Technologies

Leading developer of RoninCast dynamic digital signage software. With the RoninCast enterprise software solution users can create, deploy, and monitor marketing from a central location to any signage location and make their environment come alive.

Deployment Scale:

• More than 5,700 systems deployed in over 2,950 locations throughout the US and Canada since January 2003

Leadership and Standards:

• Actively supports industry set guidelines and terminology for digital signage software

• Wireless Ronin Technologies (WRT) constantly strives to improve and build upon the RoninCast system to provide each client with cutting edge digital signage solutions

Intellectual Property:

• Applied for patents on October 10th, 2003 and September 20th, 2004

WIRELESS RONIN TECHNOLOGIES

Wireless Ronin Clients

RONINCAST Dynamic Digital Signage
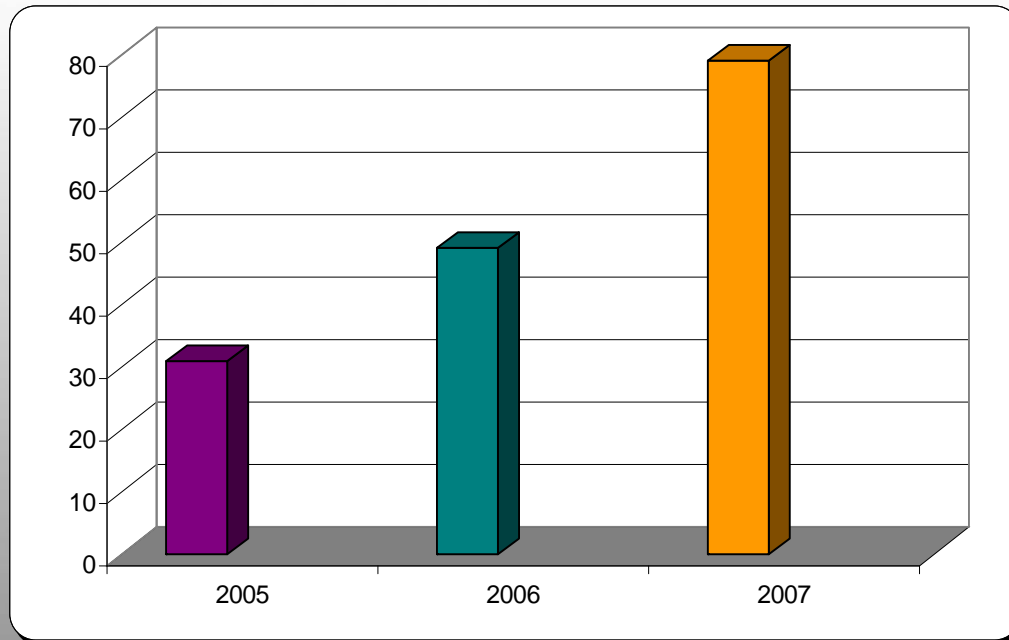
Company Overview

Customer Growth 2005, 2006, 2007 to Date

2005 – 31 Customers

2006 – 49 Customers

2007 – 79 Customers to date

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Business Overview

Display Growth 2005, 2006, 2007 to Date
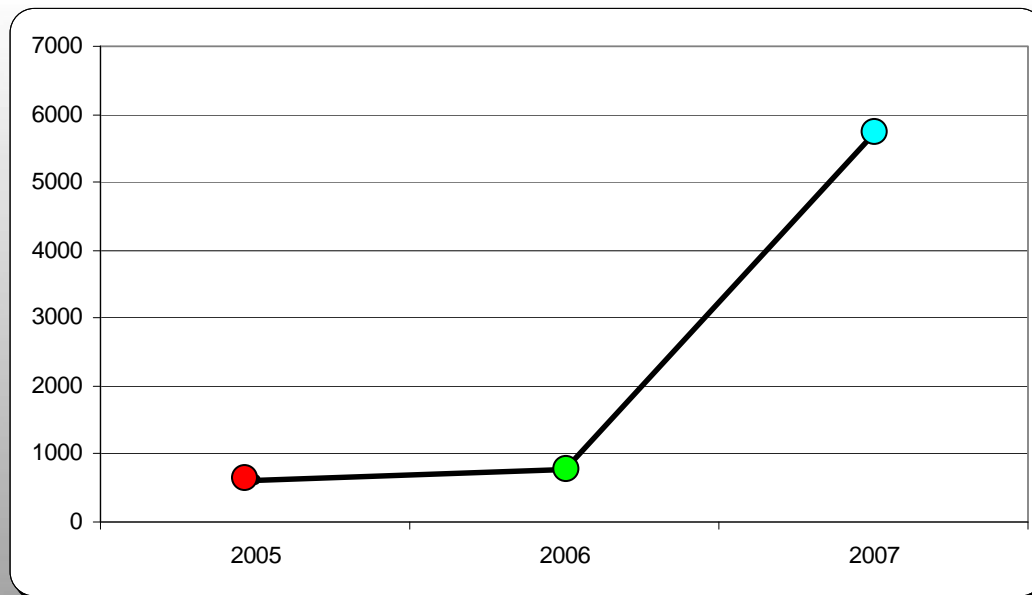
● 2005 – 604 Displays
● 2006 – 764 Displays
● 2007 – 5,716 Displays to date

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Business Overview

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Hosted & Managed Displays (as of November 2007)
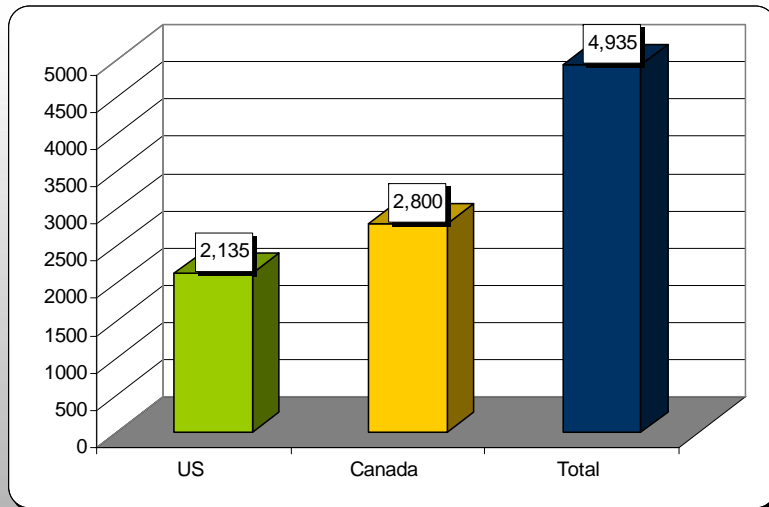
Our Network Operations Center (NOC) in Minneapolis, MN is available 24 hours a day, seven days a week, 365 days a year. Our NOC locations in Minneapolis, MN, Des Moines, IA, and to a limited extent in Canada monitor and maintain system health, schedule content, and verify updates.

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Business Overview

Global Presence
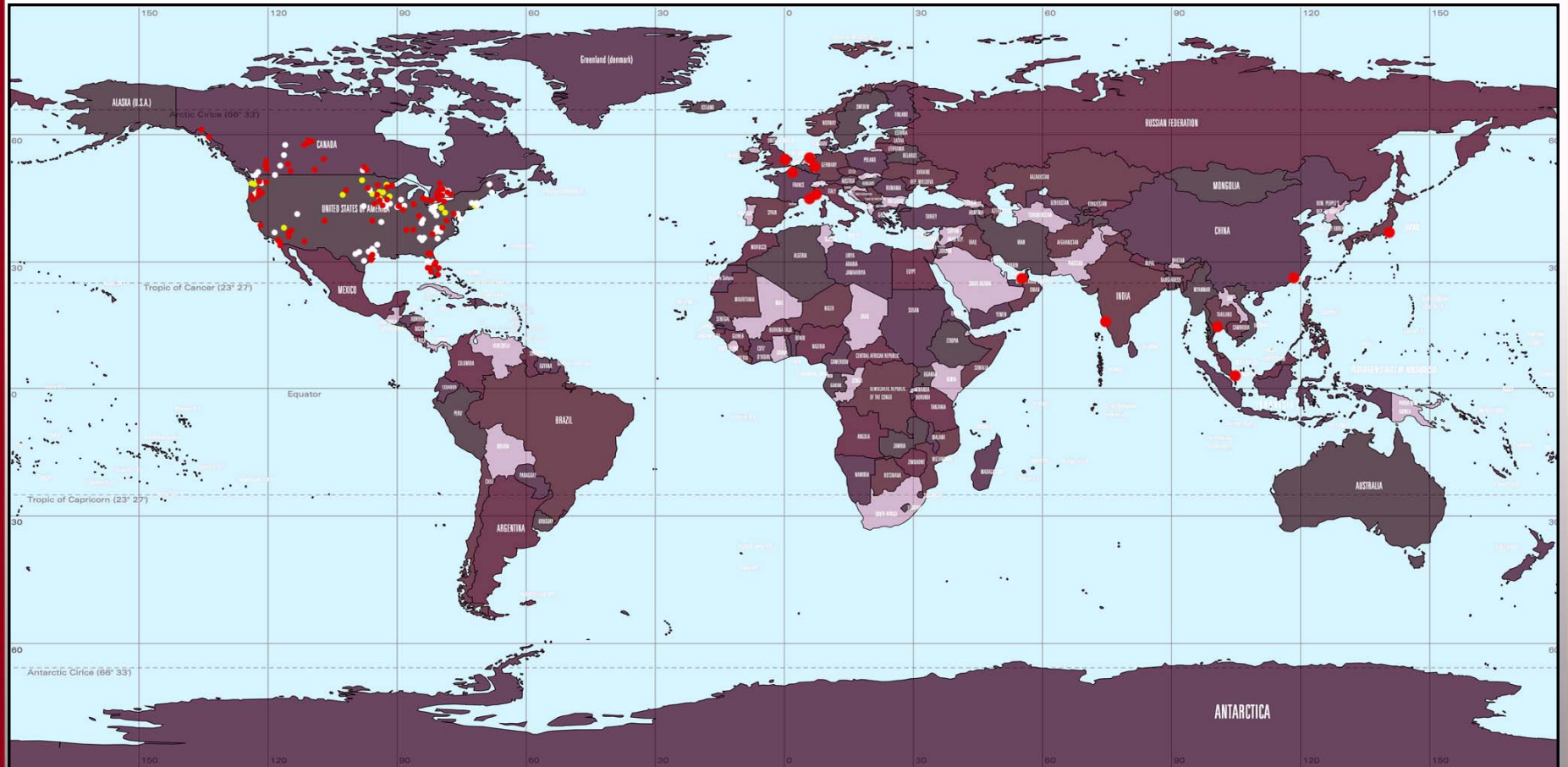
Yellow – 2005 & Prior
White – 2006
Red – 2007 to Date

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Business Overview

Staff & Infrastructure

United States – 60 Associates

8
4
3
6
6
4
3
6
13
7
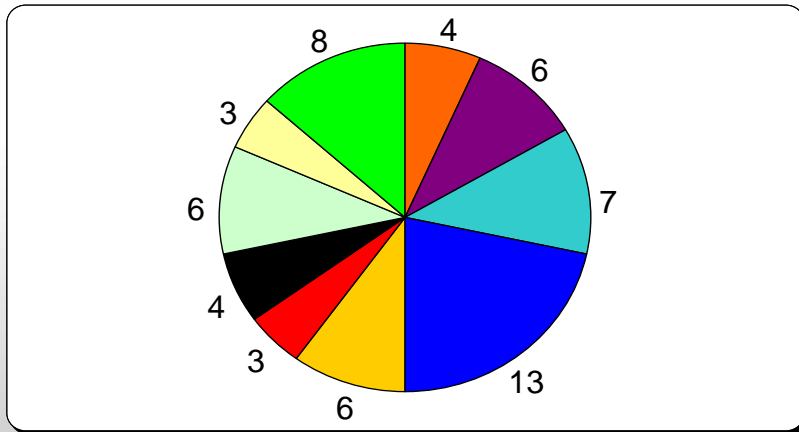
	Senior Management
	Administrative
	Finance
	Sales/Account Services
	Marketing
	Creative
	Project Management
	Systems Engineering
	Network Operations Center
	Software Development

Canada – 35 Associates

4
10
1
3
2
4
11
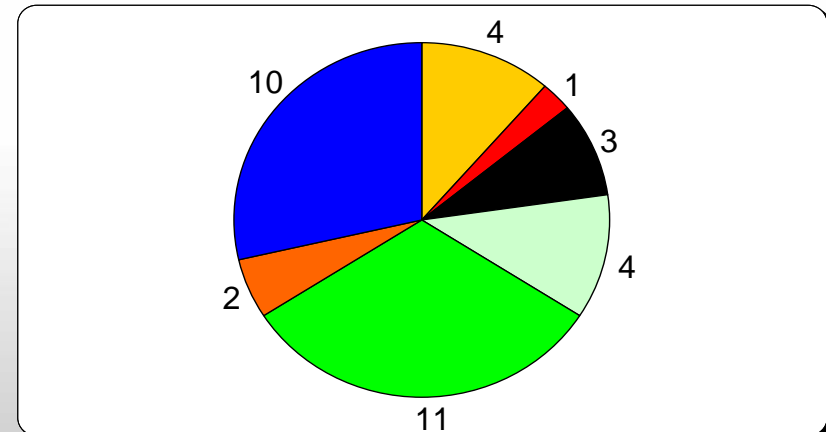
	Senior Management
	Administrative
	Finance
	Sales/Account Services
	Creative
	Project Management
	Software Development

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Digital Signage – Key Growth Factors

- **Traditional POP issues**

- **Advertising landscape is changing**

- **Digital Signage Increases ROI**
  - **More Effective than Traditional POP**
  - **Decreasing Hardware Costs**

"Digital signage is poised to become the marquee application for a number of product and service categories, taking over some of the cutting-edge role for advertising…that is now played by broadcast television"

-US Digital Signage Industry "Ready to Boom"
www.soundandcommunications.com, May/June 2004

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T E C H N O L O G I E S

Traditional Point of Purchase (POP) Advertising is Failing

Static POP faces many challenges:
• Implementation and development costs make traditional POP expensive and difficult to manage
• Non-compliance on the store level decreases the effectiveness and ROI of marketing programs

"It's estimated that 50% of POP is never implemented in-store."

- POP Protest Rallies Support from Marketers, The Retail Bulletin, Feb. 9th, 2006

Traditional POP → | Development of Content | → | Set-up and Print Expenses | → | Kit, Package and Ship | → **Low Conformance**

Digital Signage → | Development of Content | → **100% Conformance**

Verification

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Digital Signage Market
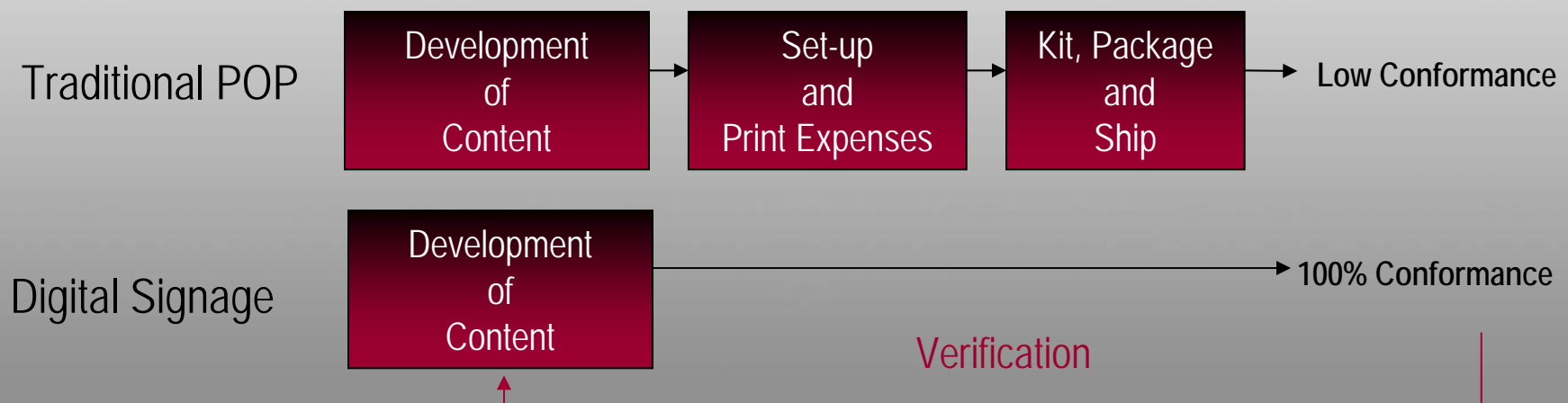
Advertising Landscape is Changing

New "Ad Skipping" technologies make reaching audiences more difficult

- Emergence of Personal Video Recorders (PVRs, TiVo, DVRs)

- Growing popularity in commercial free satellite radio

- Print readership is at an all-time low

Ad agencies & manufacturers are changing their communication approach

- Advertising budgets are being moved into new technology areas including in-store environments and the internet

Evening News Viewership, by Network
1980 - 2005, November - November

Legend:
- ABC World News Tonight
- CBS Evening News
- NBC Nightly News

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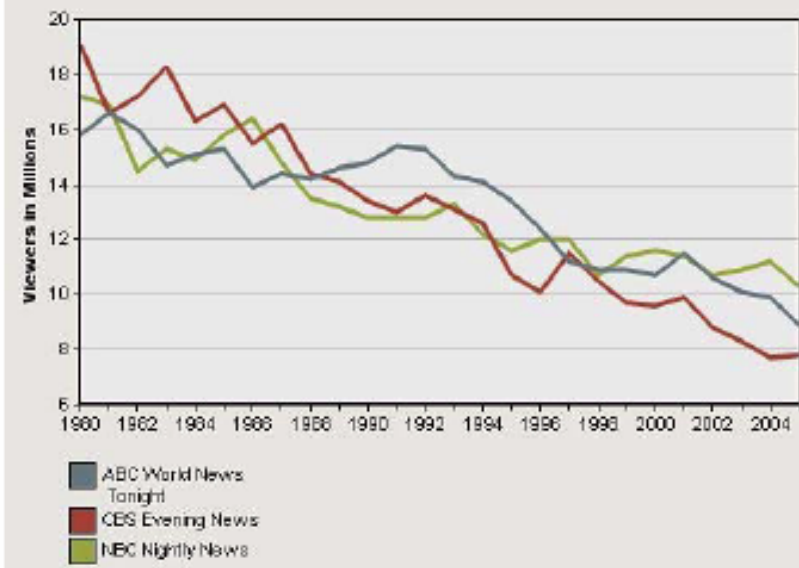
Digital Signage Market

Digital Signage Increases ROI

It's More Effective

- Increases sales

- Improves customer experience

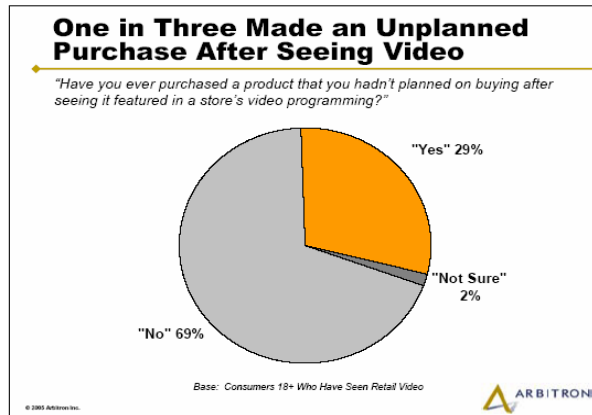- Decreases perceived wait times

It's Affordable

- Hardware costs are decreasing

- Existing advertising assets can be repurposed

- Long term savings over traditional POP

One in Three Made an Unplanned Purchase After Seeing Video

"Have you ever purchased a product that you hadn't planned on buying after seeing it featured in a store's video programming?"

"Yes" 29%

"Not Sure" 2%

"No" 69%

Base: Consumers 18+ Who Have Seen Retail Video

© 2005 Arbitron Inc.

ARBITRON

RETAIL SIGNAGE MARKET (AVERAGE SELLING PRICE)

- LED Video (ASP/m2)
- Plasma (ASP/unit)
- Rear Projection
- LCD (ASP/unit)

DISPLAYS

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Digital Signage Industry is Rapidly Expanding

• Global sales of digital signage and professional displays are expected to rise from $10 billion this year to $14.6 billion in 2011.

• Over the last two years the out-of-home advertising industry has been second only to the Internet in its growth rates.

• Digital signage has grown explosively over the past few years, with industry experts estimating a growth rate of 10 percent per month.

• Over the next three years, corporate officials estimate that 45 percent of corporate AV budgets will be spent on digital signage and videoconferencing goods and services.
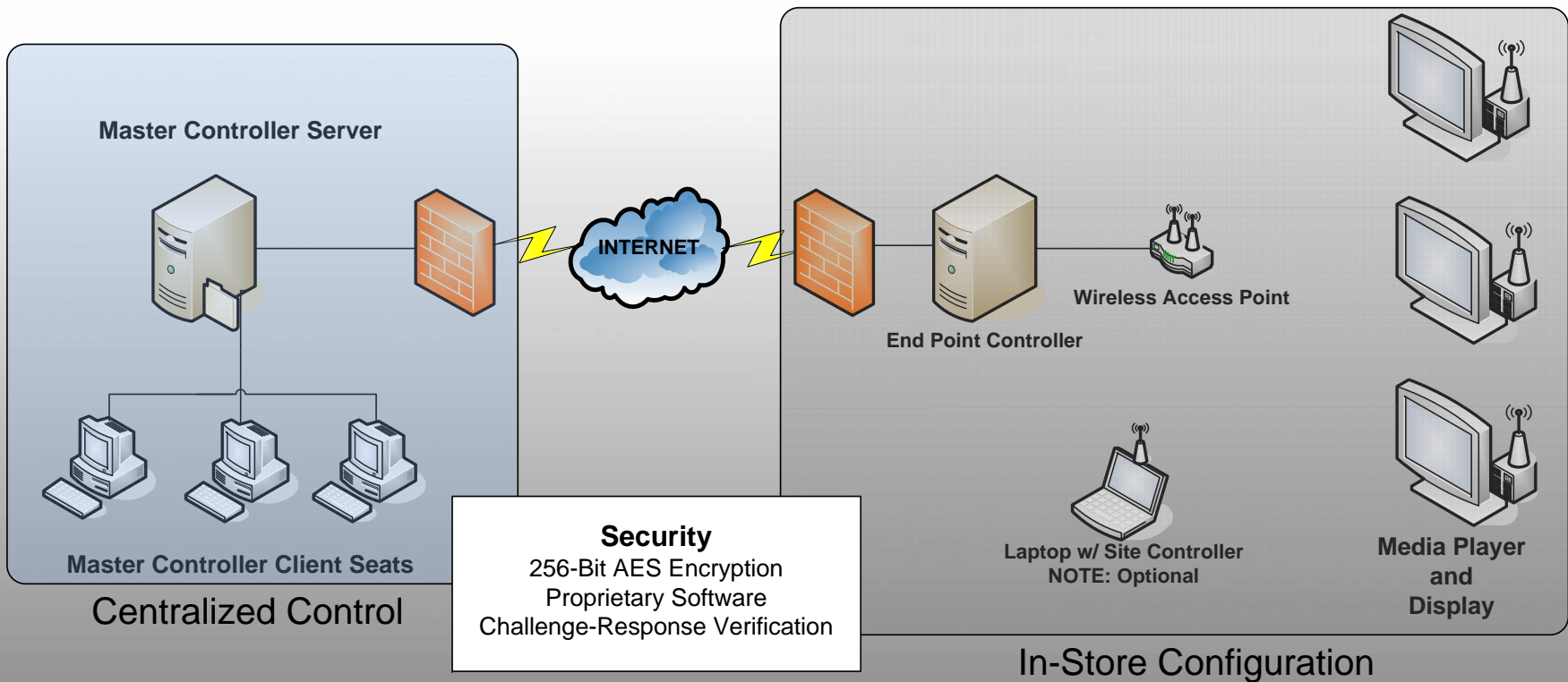
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RoninCast® Overview

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The RoninCast Software Suite

• **Master Controller**: The Master Controller is the main user interface which provides centralized control and works in conjunction with a suite of RoninCast applications

  • **Network Builder**: Build and manage signage networks for more efficient content distribution.

  • **Schedule Builder:** Create and send play lists so that content will update automatically on your schedule

  • **Database Client:** Incorporate changing information into your content automatically by tying into a database

  • **Interactive Touch Screen:** Engage customers with interactive content. In-store product research, information and way finding are faster, easier and more enjoyable with touch screen technology.

  • **Data Mining:** Retrieve usage data from your touch screens that will provide you valuable information on what your users are interested in and how they are navigating your content.

  • **Zone Builder:** Divide monitors into zones to provide a variety of information at once. Each zone functions on it's own to make updating easier.

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RoninCast System Diagram

Master Controller Server

Master Controller Client Seats

Centralized Control

INTERNET

End Point Controller

Wireless Access Point

Laptop w/ Site Controller
NOTE: Optional

Media Player
and
Display

In-Store Configuration

Security
256-Bit AES Encryption
Proprietary Software
Challenge-Response Verification

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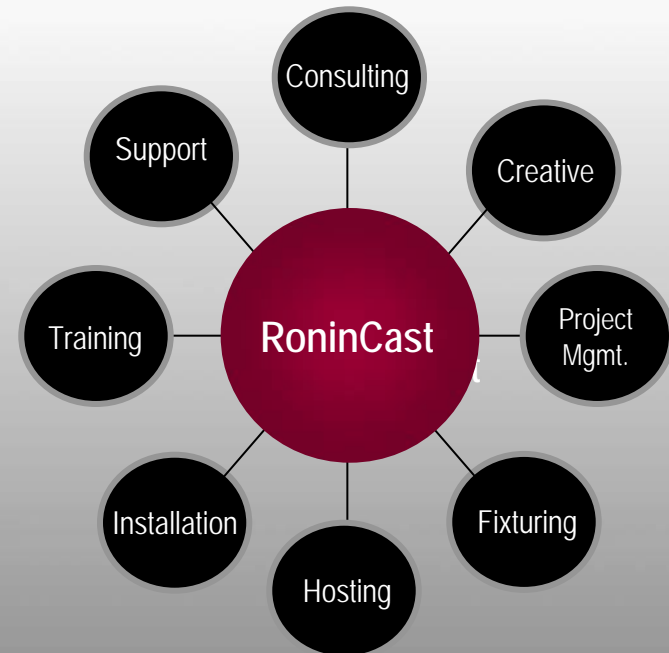
RoninCast® Overview

Wireless Ronin Services

• **Consulting:** The Wireless Ronin team works with clients to determine the ultimate hardware and software solution tailored to the specific requirements for their environment.

• **Creative:** With years of design experience and an outstanding record of customer satisfaction, the WRT creative team help make our client's marketing and advertising initiatives a reality.

• **Project Management:** Our project management team has years of experience with large-scale implementations and installations — keeping the goals of timeliness, effectiveness and customer satisfaction in mind.

• **Fixturing:** Whether our clients have their own partners or need our assistance, Wireless Ronin works with clients to flawlessly incorporate the RoninCast technology into their environments.

• **Installation:** WRT has the experience to roll out large scale projects and single location installations, on budget, on time — without unexpected delays or expenses.

• **Training:** Training is provided with every purchase of RoninCast software — at no additional charge.

• **Hosting:** For clients requiring assistance with operating their networks Wireless Ronin has a Network Operations Center onsite for any network hosting needs.

• **Maintenance & Support:** Our expert support staff is available 24/7 for assistance with any issue. Standard maintenance, including software upgrades, is included under the Annual Maintenance Agreement with every purchase.

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Key Competitive Features of the RoninCast System

- Patent-pending wireless delivery system

- Centralized control allows for instantaneous updating

- Wireless or wired networking

- Hardware independent

- Custom solutions

- Compatibility with off-the-shelf authoring tools (i.e. Flash)

- Wireless Ronin provides turn-key solutions

Consulting

Support

Creative

Training

RoninCast

Project Mgmt.

Installation

Fixturing

Hosting

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Sales Outlook

Select Customers

The SealyTouch™ helps customers select the right mattress for their needs.

Foxwoods nightlife and entertainment is promoted throughout the facility with RoninCast digital signage.

Carnival Cruise Lines will be implementing RoninCast on their new line of ships to display services and event information to guests.

The Las Vegas Convention Center is able to provide interactive mapping, event information, and welcome messages to their visitors.

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Sales Outlook

Select Customers

Kentucky Fried Chicken, a division of YUM Brands, implemented RoninCast menuboards to dynamically display food and beverage selections to their customers.

THE NEW CHRYSLER

The Chrysler Vehicle Information Center has been designed for use by consumers and as a sales support tool. It includes vehicle features and benefits, vehicle configurators and point of sale advertising.

REUTERS

The Reuters InfoPoint digital network supplies captive audiences with the most up-to-date news and weather information world-wide

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Sales Outlook

2007 Vertical Market Emphasis

Retail

Retailers are boosting shopper-marketing spending even faster, which isn't surprising since much of the spending takes place in their own stores. The report pegs growth there at 26% annually, even as spending on traditional media by the eight retailers' surveyed declines about 1% annually.

- Source: GMA/FPA-Deloitte Study: SMARTBRIEF, October 2007

Quick Serve Restaurants (QSR)

"The top five chains, Yum Brand's, McDonald's, Subway, Starbuck's, and Burger King make up 64% or approximately 116,000 units out of a total market size of approximately 180,000 units."

- Source: ThinkEquity Partners LLC Estimates, June 2007

The industry has experienced phenomenal growth over the past three decades. In 1970, foodservice in the United States was a $42 billion industry. In 2007, it is projected to reach $530 billion.

- Source: Digital Signage Today, October 2007

Banking

Currently the US banking system includes about 8,000 commercial banks, 1,400 savings banks, and 10,000 credit unions with combined annual revenue of more than $600 billion.

- Source: Hoovers First Research Industry Profiles - 2007

Automotive

In 2007 there are over 21,000* new car dealerships in the US and over 3,700* new car dealerships in Canada.

- Source: Showroom, F&I, Service, Parts

An average US new car dealer spent $364,600/year in advertising in 2006 with all dealers combined spending $7.8 billion.

- Source: National Automotive Dealers Association & Canadian Automotive Dealers Association

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Financial Highlights

Balance Sheet

|	September 30, 2007	December 31, 2006
Current Assets	$37,953,849	$16,999,503
Fixed Assets	1,662,243	523,838
Other Assets	2,730,817	22,586
Total Assets	$42,346,909	$17,545,927
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current Liabilities		
Short-term debt	$116,391	$106,311
Accounts payable & Accrued Liabilities	3,346,745	1,546,376
Total current liabilities	3,463,136	1,652,687
Long-Term Debt	89,056	155,456
Total liabilities	3,552,192	1,808,143
Shareholders' Equity	38,794,717	15,737,784
Total Liabilities and Shareholders' Equity	$42,346,909	$17,545,927

Financial Highlights

Income Statement

	Nine Months Ended	
	9/30/2007	9/30/2006
Sales	$4,375,232	$1,917,414
Cost of Revenue	2,686,052	765,264
Gross Profit	1,689,180	1,152,150
Sales and Marketing Expenses	1,993,191	1,057,790
Research and Development Expenses	827,234	623,883
General and Administrative Expenses	5,486,439	2,482,784
Termination of Partnership Agreement	653,995	-
Operating Expenses	8,960,859	4,164,457
Operating Loss	(7,271,679)	(3,012,307)
Other Income (Expenses)	858,879	(3,305,978)
Net Loss	$(6,412,800)	$(6,318,285)
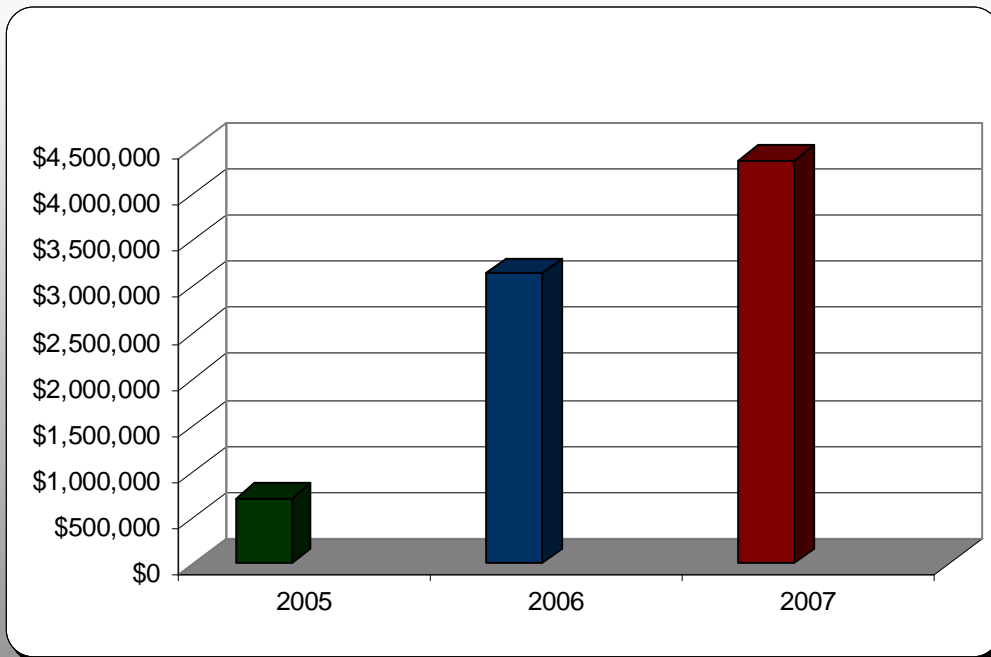
Financial Highlights

Target Financial Model

- Blended Gross Margin   40 - 45%
  - Hardware   20 - 25%
  - Software   90 - 100%
  - NOC   50 – 60%
- Operating Margin   15 - 20%

Revenue Sources

- **System Sales** - Revenue generated from the initial sale of software, customized software development and hardware products

- **License Fees** - Revenue associated with vertical market ownership

- **Service Fees** - Charges incurred by clients for non-standard service requests on networks or beyond warranty requests

- **Recurring Revenue**
  - **Software Upgrades & Maintenance** - Clients annually purchase software maintenance and upgrades as part of their software purchase

  - **Network Operations Center (NOC)** – Network hosting provides revenue for services such monitoring network health, software updates and content deployments

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Management

Christopher F. Ebbert

• Executive VP and CTO of Wireless Ronin Technologies from Nov. 2000 - Present

• Senior Software Engineer of Digital Content from April 1999 - Nov. 2000

• Technical Director of Windlight Studios from Feb. 1998 – April 1999

• Senior Software Engineer of Earth Watch Communications from Dec. 1994 – Feb. 1998

• Software Engineer of Hughes Aircraft from Jan. 1990 - Dec. 1994

John A. Witham

• Executive VP and CFO of Wireless Ronin Technologies from Feb. 2006 – P resent

• CFO of Metris Companies Inc. from May 2002 – Aug. 2004

• Executive VP, CFO of Bracknell Corporation from Nov. 2000 – Oct. 2001

• CFO of Arcadia Financial Ltd. from Feb. 1994 - June 2000

Jeffrey C. Mack

• Chairman, CEO and President of Wireless Ronin Technologies from Feb. 2003 – Present

• Executive Director of Erin Taylor Editions from Nov. 2000 – Oct. 2002

• Chairman, CEO and President of Emerald Financial from July 1997 – Sept. 2000

• Founded and became Chairman, CEO and President of Arcadia Financial, LTD from Jan. 1990 – Aug. 1996

Scott N. Ross

• VP, General Counsel and Secretary of Wireless Ronin Technologies from May 2007 – Present

• Vice President, General Counsel, CFO and Secretary of Rollouts Incorporated

• Practiced business law for Briggs and Morgan, P.A. and Lommen, Nelson, Cole and Stageberg, P.A.

• In-house counsel of Fingerhut Companies.

• Management consultant for Arthur Andersen and Co. and Touche Ross & Co.

Robert W. Whent

• President of Wireless Ronin Technologies Canada (WRTC) from August 2007 – Present

• Founder and President of McGill Digital Solutions, Inc. from December 1987 – August 2007

• Market Representation Specialist of Chrysler Canada Ltd. from June 1982 – December 1987

Scott W. Koller

• Executive VP of Sales and Marketing of Wireless Ronin Technologies from Nov. 2004 - Present

• VP of Sales and Marketing of Rollouts Inc. from Dec. 2003 – Nov. 2004

• VP of Sales and Marketing of Walchem Corporation from Aug. 1998 – Nov. 2003

Brian S. Anderson

• Vice President, Corporate Controller and Chief Accounting Officer from December 2006 - Present

• Consultant to GMAC RFC from Nov. 2005 – Dec. 2006

• CFO, Treasurer and Secretary of Orbit Systems, Inc from Dec. 2000 – June 2004

• Senior VP and Corporate Controller for Arcadia Financial, LTD. From 1990 to June 2000

James R. Arble

• Vice President of Operations from January 2007 - Present

• General Manager of aircraft fueling at MSP International Airport from May 2003 – January 2007

• Operations Manager in the digital signage division for Richardson Electronics from February 2002 – May 2003

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Board of Directors

Wireless Ronin Board of Directors

Gregory T. Barnum

• Chairman of the WRT Audit Committee

• Member of the WRT Executive, Compensation and Corporate Governance and Nominating Committees

• VP of Finance and CFO of Datalink Corporation from Feb. 2006 - present

• CFO and Secretary of CNT Corporation from July 1997 - June 2005

• Senior VP of Finance and Administration of Tricord Systems, Inc.

• CFO and Secretary of Tricord Systems, Inc.

• Held similar senior financial positions with Cray Computer Corporation and Cray Research, Inc.

• Member of the Board of Directors of Electric City Corporation and a member of its Audit Committee

Jeffrey C. Mack

• Chairman of the board

• Chairman of the WRT Executive Committee

• See Biography on Previous Page

Carl B. Walking Eagle Sr.

• Vice Chairman of the Spirit Lake Tribal Council from 1981 - present

Brett A. Shockley

• Chairman of the WRT Corporate Governance and Nominating Committee

• Member of the WRT Executive and Audit Committees

• Chairman, CEO and President of Spanlink Communications from Jan. 2002 - Present

• VP - General Manager of Customer Contact Business Unit of Cisco Systems from Aug. 2000 to Dec. 2001

Thomas J. Moudry

• Chairman of the WRT Compensation Committee

• Member of the WRT Audit Committee

• CEO and Chief Creative Officer of Martin Williams Advertising Inc., a subsidiary of Omnicom Group, Inc., from Dec. 2005 - Present

• President and Executive Creative Director of Martin Williams Advertising Inc. from June 2005 - Dec. 2005

• Executive VP and Creative Director of Martin Williams Advertising Inc. from July 2003 - June 2005

• Executive VP and Executive Creative Officer of Omnicom Group Inc. from April 2000 - May 2003

Dr. William F. Schnell

• Member of the Executive, Compensation and Corporate Governance and Nominating Committee

• President and orthopedic surgeon of Orthopedic Associates of Duluth from 1990 – present

• Serves on the board of directors of National Bank of Commerce

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Strategic Relationships

Wireless Ronin has built a network of strategic business relationships focused on effectively leveraging their infrastructure for the expected growth in digital signage.

Summary

Company Highlights

- Accelerated growth in digital signage market

- Increased customer adoption/expanding usage/lower cost hardware

- Best of class RoninCast® software to address market opportunities

- Leveragable infrastructure in place to support future growth

- Strong balance sheet

- Experienced leadership at all levels

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