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WIRELESS RONIN TECHNOLOGIES, INC. | FACT SHEET | FALL 2009

## Financial Summary

(as of November 5, 2009)

Exchange: NasdaqGM

Ticker: RNIN

Price Per Share: \$3.01

Shares Outstanding: 14.8 million

Market Cap.: \$44.99 million

## Analyst Coverage

Barrington Research - James Goss

Dougherty & Company - Richard Ryan

Feltl and Company - Jay Meier

ThinkEquity Partners - Darren Aftahi

## Investor Contacts

Darin McAreavey

Vice President, Chief Financial Officer

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## For More Information

Please visit us at

[www.wirelessronin.com](http://www.wirelessronin.com)

## Key Investment Characteristics

- Cutting edge technology platform with global deployment capabilities for mission critical digital signage applications
- Highly leverageable business model
- Strong customer base
- Experienced management team

## About the Company

Wireless Ronin Technologies, Inc. is a provider of digital signage and interactive kiosk solutions. As the developer of the RoninCast® digital signage software, Wireless Ronin provide clients the ability to manage a wireless or wired digital signage network from one central location. RoninCast allows for customized distribution with network management, playlist creation and scheduling, and database integration. Wireless Ronin specializes in developing custom solutions for the quick serve restaurant (QSR), retail, automotive and financial services industries. End-to-end service solutions are offered by Wireless Ronin to support RoninCast including consulting, creative development, project management, installation, hosting and training. Through our Network Operations Center (NOC) located in Minneapolis, MN we offer the ability to monitor the health of networks, schedule content, verify updates, and service clients needs 24/7/365.

## Awards and Recognition

RoninCast digital software is an award-winning technology that has generated over twenty awards to date for clients in the areas of Interactive Innovation, Environmental Design, Hospitality, Top Merchandising, and Absolute Excellence in Electronic Media. Wireless Ronin's digital menu board application for Kentucky Fried Chicken (KFC) was named one of the Best New Products of 2008 by Visual Merchandising and Store Design (VMDS) magazine.

## Financially Fit and Positioned for Growth

Wireless Ronin has achieved a number of milestones that have positioned the company for future growth

- Wireless Ronin maintains a premier list of clients in QSR, retail, automotive and financial services.
- Wireless Ronin offers 24/7/365 hosting capabilities through the NOC which serves our large-scale digital signage applications and creates additional ongoing revenue streams.
- Wireless Ronin operates a highly scalable business model with a leverageable infrastructure to support our growth objectives.
- Wireless Ronin secures several key business development alliances serving our primary vertical markets.

There are three primary factors driving Wireless Ronin's growth:

- *Proprietary Technology and Innovation* – The Company employs a wireless or wired delivery system offering unique and highly differentiated products supported by a world-class technology platform
- *Highly Leverageable Business Model* – RoninCast's flexibility and scalability creates a leverageable business model for the Company that should translate into improved operating margins as the business demonstrates scale
- *Growing Pipeline* – Our highly targeted marketing and focused educational outreach initiatives increase our short and long-term opportunity pipeline domestically and worldwide



KFC Menu Boards  
Fern Creek, KY



Sun Tan City  
Elizabethtown, KY



Thomson Reuters  
InfoPoint Live News



## About RoninCast®

The RoninCast software suite links the main user interface, the Master Controller, to create a highly scalable digital signage solution. Hardware agnostic, the system enables:

- **Network Manager** - Divides and groups signage into specific network categories for easier management. Define Playlist characteristics by location, monitor size, audience, etc.
- **Scheduling Content** - Create, change and save custom schedules that will automatically update content at the time you choose. Define content schedules, manage content changes, and hardware functions.
- **Database Client** - Drive content and schedule changes by integrating RoninCast with RSS feeds, database information or other work-flow processes.
- **Interactive Touch Screen** - With interactive content in-store product research, information and way finding are faster, easier and more enjoyable. Content can be engineered specifically to allow for localized control through the touch screen display. Use touch screen content for sales assisted messaging, training, product selection, information retrieval, data-mining and way finding.
- **Data Mining** - With the RoninCast Data Mining capability you can track activity on your interactive display to gain valuable customer statistics, service usage, and product interest data.
- **Zone Builder** - Divide your displays into different zones to play an array of different content types. Control each zone independently (and by contributing stakeholder); provide relevant information to your audience including still images, videos, tickers and flash designs playing all at the same time.

## Selected Financial Highlights

### Balance Sheet

(In thousands, except per share information)

September 30, 2009  
(unaudited)

December 31, 2008  
(audited)

	September 30, 2009 (unaudited)	December 31, 2008 (audited)
Total Current Assets	\$8,651	\$16,157
Total Assets	\$10,477	\$18,560
Total Liabilities	\$1,686	\$2,387
Total Shareholders' Equity	\$8,791	\$16,173
Total Liabilities and Shareholders' Equity	\$10,477	\$18,560

### Statement of Operations

(In thousands, except per share information)

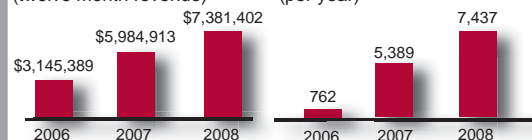
Nine Months Ended

September 30

	2009	2008
Total Sales	\$3,472	\$5,480
Gross Profit	\$855	\$563
Operating Loss	\$(8,090)	\$(14,332)
Total Other Income	\$61	\$540
Net Loss	\$(8,029)	\$(13,792)
Basic and Diluted Loss per Common Share	\$(.54)	\$(0.94)
Weighted Average Basic and Diluted Shares Outstanding	14,878	14,629

Total Revenue  
(twelve month revenue)

Display Growth  
(per year)



## Executive Officers

**James C. (Jim) Granger**, has served as our President, Chief Executive Officer and Director since December 2008. Prior to joining Wireless Ronin, Mr. Granger served as President of Toptech Systems, Inc., a provider of software, hardware and data services. Prior to Toptech, Mr. Granger was President and Chief Executive Officer and a Director of Norstan Inc., a communications solutions and services company, from November 2000 to February 2004. Mr. Granger served as Chairman, President and Chief Executive Officer of Digital Biometrics, Inc., now part of L-1 Identity Solutions Inc., a provider of identification information systems that employ biometric technology, from January 1997 to November 2000. He was President of Access Platform Systems Division at ADC Telecommunications, Inc., a provider of broadband communications network infrastructure products and related services from 1995 to 1997. Mr. Granger served as Vice President of Consumer Markets Operations, and before that, as Vice President of Marketing, at Sprint/United Telephone from 1989 to 1995.

**Darin P. McAreavey**, has served as Vice President and Chief Financial Officer since March 2009. Mr. McAreavey worked for Xiotech Corporation from September 2007 to March 2009 as its Chief Financial Officer. From February 2007 to September 2007, Mr. McAreavey worked for Global Capacity Group as its Chief Financial Officer. Mr. McAreavey was the Chief Financial Officer, Executive Vice President and Treasurer for Stellent, Inc. from May 2006 to February 2007 and that company's Corporate Controller from September 2004 to May 2006. Mr. McAreavey worked at Computer Network Technology from August 1995 to September 2004 where he held several management level finance positions including Director of Finance. From November 1993 to August 1995, Mr. McAreavey was a Supervising Senior for KPMG LLP. Mr. McAreavey began his professional career as a Senior Accountant at Eide Helmeke & Co. from July 1991 to November 1993.

**Scott W. Koller**, has served as Executive Vice President and Chief Operating Officer since March 2009. Mr. Koller previously served as Executive Vice President of Sales and Project Management since October of 2008. Mr. Koller was Executive Vice President of Sales and Marketing from February 2007 until October 2008. From November 2004 through January 2007, Mr. Koller served as our Senior Vice President of Sales and Marketing. From December 2003 to November 2004, Mr. Koller served as Vice President of Sales and Marketing for Rollouts Inc. From August 1998 to November 2003, Mr. Koller served in various roles with Walchem Corporation, including the last three years as Vice President of Sales and Marketing. Mr. Koller served in the U.S. Naval Nuclear Power Program from 1985 to 1992.

\*For additional management, please visit the investor section of our corporate web site.