



14700 Martin Drive
Eden Prairie, MN 55344

Phone: 952.564.3500
Fax: 952.974.7887

Wireless Ronin Technologies Reaches Canadian Markets Through Partner
Bigeye Productions

MINNEAPOLIS- January 16, 2007 -- Minneapolis based digital signage company Wireless Ronin Technologies, Inc. (NASDAQ:RNIN) has partnered with Bigeye Productions, a web design and internet hosting company located in Calgary, Alberta, Canada, to be a reseller in the Canadian and US markets.

The goal of this relationship will expand the reach of Wireless Ronin's, RoninCast software through Bigeye Productions' client base and its reputation as a leader in the web design and internet hosting industry. The two companies have worked together in the past, and based upon the success of that relationship, have entered into a formal reseller agreement.

"Our relationship with Bigeye provides an opportunity in the Canadian and U.S. markets where Bigeye is already a trusted vendor and has valued relationships with its clients," said Jeffrey Mack, President and CEO of WRT. "As a reseller of RoninCast, Bigeye is assured of our total commitment and support and we are assured of their commitment to Wireless Ronin."

Bigeye Productions has expanded its service list to include RoninCast along with website design, online publishing and online surveys. Bigeye will resell the RoninCast applications to clients and manage their content design, updating and network management needs.

"Clients are able to be on the cutting edge of marketing and advertising while at the same time sitting back and allowing us to manage the technicalities for them," said Al Kinnear, President of Bigeye Productions. "We manage installation, creative design, and network management as another key element of our clients integrated marketing plans."

The relationship between WRT and Bigeye has already proven successful with more than 75 installations of RoninCast in multiple specialized retail and paint and decorating outlet locations throughout the US and Canada.

About Wireless Ronin Technologies

Wireless Ronin Technologies (www.wirelessronin.com) is the developer of RoninCast, a complete software solution designed to address the evolving digital signage marketplace. RoninCast provides clients with the ability to manage a digital signage network from one-central location. The software suite allows for customized distribution with network management, playlist creation and scheduling, and database integration. An array of services are offered by Wireless Ronin to support RoninCast including consulting, creative development, project management, installation, and training. The company's common stock is traded on the NASDAQ Capital Market under the symbol "RNIN".

This release contains certain forward-looking statements of expected future developments, as defined in the Private Securities Litigation Reform Act of 1995. The forward-looking statements in this release refer to our continued expansion into the Canadian market. These forward-looking statements reflect management's expectations and are based on currently available data; however, actual results are subject to future risks and uncertainties, which could materially affect actual performance. Risks and uncertainties that could affect such performance include, but are not limited to, the following: our estimates of future expenses, revenue and profitability; trends affecting our financial condition and results of operations; our ability to obtain customer orders; the availability and terms of additional capital; our ability to develop new products; our dependence on key suppliers, manufacturers and strategic partners; industry trends and the competitive environment; and the impact of losing one or more senior executives or failing to attract additional key personnel. These and other risk factors are discussed in detail in the Company's public filings with the Securities and Exchange Commission.

Contact:

INVESTORS:

John Witham, CFO

jwitham@wirelessronin.com

(952) 564 - 3520

MEDIA:

Holly Heitkamp, Marketing Coordinator

hheitkamp@wirelessronin.com

(952) 564 - 3560