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Wireless Ronin Releases Automotive Digital Signage Whitepaper to Help Industry Determine ROI

MINNEAPOLIS, MN – January 8, 2009 – Wireless Ronin Technologies, Inc. (NASDAQ: RNIN), a Minneapolis-based [digital signage](#) provider, announced today the release of its second whitepaper tailored to the automotive industry entitled “Automotive Digital Signage ROI: Driving Value to Your Business.” Available at www.rc4auto.com the whitepaper helps automotive dealers and manufacturers understand the process of developing a return-on-investment (ROI) model that is relevant, measurable, and significant when it comes to their **automotive digital signage** solution.

Included in the whitepaper is information on why the automotive industry is so interested in what digital signage has to offer, common myths on developing ROI for automotive digital signage, and the step-by-step process on developing a successful **automotive digital signage ROI** strategy.

“Automotive digital signage is gaining interest because of its potential to deliver both cost-containment and sales lift through one system,” explains Alan Buterbaugh, senior vice president of business development for Wireless Ronin. “The challenge is ensuring the business case that is being created is measurable and repeatable. This paper will help guide those who are currently struggling in that area.”

"Automotive Digital Signage ROI: Driving Value to Your business" is the second in a series of whitepapers that is specifically catered to the automotive industry. The first paper "The Automotive Dealer's Guide to Digital Signage" was released in 2008.

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. Wireless Ronin provides clients with a complete, turnkey digital signage system which allows the ability to manage a digital signage network from one central location. The RoninCast® digital signage software suite allows for customized distribution with network management, playlist creation and scheduling, and database integration. Wireless Ronin offers an array of services to support RoninCast® software including consulting, creative development, project management, installation, and training. The company's common stock trades on the NASDAQ Global Market under the symbol "RNIN."

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