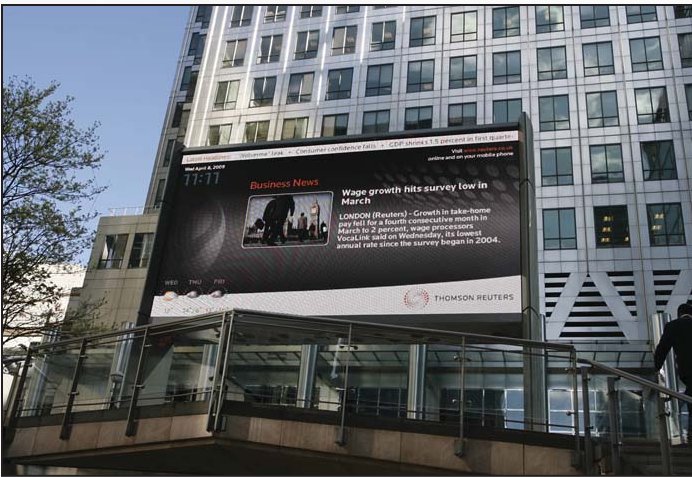


THOMSON REUTERS INFOPOINT

Supplying News and Information in Real-Time Using RoninCast Digital Signage



Basic Stats:

Client: Thomson Reuters

Type of Client: Public Spaces / Financial

Project Details:

Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. They combine industry expertise and innovative technology to deliver critical information to today's leading decision makers. In order to further service their audiences, Thomson Reuters developed a digital signage news network system called Infopoint for lobbies, public spaces and corporate offices. RoninCast® digital signage software allows real-time play of existing databases of news, stock and weather information and brings it to the out-of-home market. The Infopoint program has quickly grown into a network of indoor and outdoor displays which span the globe with locations in 42 countries.

The Challenge

Thomson Reuters maintains a reputation of being the world's largest and most reliable news source - providing information quickly, accurately and free of bias. Their information is trusted, and drives decision making across the globe. In order to promote their brand, Thomson Reuters wanted to develop a system that could provide news in a dynamic way to the out-of-home market. With Infopoint, nearly one hundred thousand business professionals see Thomson Reuters fast breaking, global news and content every day. Infopoint helps to demonstrate the value of the intelligent information Thomson Reuters brings and places this actionable, fast-moving content in the right place at the right time.

The Solution

Thomson Reuters developed a program called Infopoint which is live news and pictures shown via a digital display network designed for the out-of-home market. This network is used both in Thomson Reuters offices and client sites, with screens placed in public spaces, lobbies, waiting areas and walk ways. Audiences get a comprehensive view of entertainment, sports, business and top news in their local language in just three minutes with no need for sound.

Using the RoninCast digital signage software to retrieve Thomson Reuters real-time information, the Infopoint program displays news, weather, stock and financial information, and the current date and time. As the information is pulled from the Thomson Reuters database, through the RoninCast Database Manager system, it is able to display information only relevant to the local market in languages specific to that geographic location.

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As an extension of their Infopoint program, Thomson Reuters has launched RoninCast as the digital signage software behind their outdoor LED billboard displays in Singapore, Toronto, Beijing and at London's Canary Wharf. The London program includes Europe's longest news ticker and several large LED displays, including one in the lobby of their UK headquarters at Canary Wharf.

Wireless Ronin Technologies provided a turn-key solution for Thomson Reuters to maintain their global Infopoint network. Along with providing the RoninCast software, Wireless Ronin manages the procurement, installation and maintenance of all Infopoint hardware at the end locations including digital displays and media players. Full network support is also provided through the Wireless Ronin Network Operations Center (NOC) hosting service. Health and functionality of the Infopoint network is monitored 24/7, 365 days a year.

The Results

Thomson Reuters has successfully launched a new medium to distribute their valued information by taking existing data offerings and bundling them together in a package that appeals to a variety of out-of-home business markets. The businesses and locations using Infopoint benefit by providing their audiences an informative and entertaining environment that can decrease perceived wait times and enhance their environment.

Since its launch in 2007 the Infopoint network has flourished with applications in early 2009 totaling over 240 screens across 42 countries. These worldwide deployments span the globe with locations including the US, China, Japan, Mexico, Africa and a variety of installations across many European countries. The program continues to rollout

new locations on a regular basis as new customers discover the power of Infopoint and RoninCast digital signage.



Thomson Reuters has been the recipient of several awards since the launch of its network including a 2008 Point of Purchase Advertising International (POPAI) Silver Digital Signage Award in the Government/Education/Corporation Network category. In 2009 the Digital Signage Expo awarded Wireless Ronin and Thomson Reuters with an APEX award in the Finance/Banking category.

About Wireless Ronin Technologies, Inc.

Wireless Ronin Technologies, Inc. (www.wirelessronin.com) is the developer of RoninCast®, a complete digital signage software solution designed to address the evolving digital

signage marketplace. RoninCast® digital signage software 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 is offered by Wireless Ronin to support RoninCast® digital signage software, including consulting, creative development, project management, installation, hosting and training. The company's common stock is traded on the NASDAQ Global Market under the symbol "RNIN".



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