



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

For Bulzi Media:

CONTACT: Roy Reeves (x22)

PHONE: 949.480.1685

E-MAIL: rreeves@bulzi.com

February 15, 2010

### **Outdoor Media's Credibility Takes a Leap Forward**

*Bulzī Media Introduces Automated Proof of Performance, Traffic Measurement System*

**Newport Beach, CA** – Bulzī [“bulls-eye”] Media, which provides real-time audience measurement and metrics for the Out-Of-Home advertising market, today announced the launch of Signzī, a product that dramatically increases the media credibility for digital and static billboard operators while reducing their ad compliance costs.

Signzī offers three modules which communicate data and control information to Bulzī's network operations center over a wireless network. Bulzī houses the data and provides a standard interface for integration into the operator's charting application or inventory management system. The Real-Time Traffic module counts vehicles and/or pedestrians within the sign's viewing zone on a second-by-second basis; The Proof of Performance module automatically captures images of the board face for validation of the posted advertisement while automatically recognizing a wide variety of compliance issues such as graffiti, lights-out conditions and blue/black/frozen screen for digital displays; The Remote Power Control module allows for remote management of any power circuit at the billboard location.

“Lack of credible audience counts and proof of performance have been the two main inhibitors for increased ad spend on Out-of-Home,” said Brent McKay, CEO of Bulzī. “Signzī gives operators an automated solution that provides advertisers real-time campaign compliance and direct-measured audience metrics”

“Signzī is a huge leap forward for the industry in terms of media integrity with advertisers,” said Roy Reeves, Bulzī's vice president of marketing. “Now audience counts are real – not outdated estimates. Proof of posting or performance is no longer just a single photo but a continuous time-stamped process that verifies throughout the entire ad flight. Outdoor operators are extremely excited about what Signzī can deliver to them and their advertisers.”

#### About Bulzī Media

Bulzī Media specializes in media measurement technologies for Out Of Home (OOH) advertising network owners and operators. The company's Signzī™ product line features direct-measured traffic and irrefutable proof of performance, repositioning OOH to best-in-class vs. other media choices, based on fundamental audience characterization metrics.

Bulzī and Signzī are trademarks of Bulzī Media, Inc. For more information about Bulzī Media, visit [www.bulzi.com](http://www.bulzi.com).

###