

FOR IMMEDIATE RELEASE
January 18, 2012

CONTACT: Emily Marshall
Phone: 206-660-3304
Email: Emily@pointinside.com

Point Inside, Inc. CMO to Join Industry Experts at Webinar on Location-Based Marketing Technology

The Digital Screenmedia Association has lined up a panel of location-based marketing experts for a free webinar presentation on January 24th. During the webinar, attendees will learn how brands can tap into the smartphone explosion to engage consumers in venues and at the point of sale.



Bellevue, WA — January 18, 2012 —Point Inside[™], Inc. (www.pointinside.com) is pleased to announce that Todd Sherman, CMO, will be speaking at The Digital Screenmedia Association (DSA)'s webinar entitled, "Using Location-Based Marketing Technology to Reach the Mobile Consumer." The free one-hour webinar will take place at 1pm Eastern on January 24th.

Sherman joins two other experts, Andy Rosen, the Head of Digital Strategy at Meijer and Asif Khan, the Founder and President of Location Based Marketing Association (LBMA). The presenters will provide unique perspectives on the capabilities, and value and future of leveraging location information. Specifically, they will use Meijer Inc.'s implementation of location awareness into their mobile applications as a case study.

"The recent growth in the number of smartphones has been phenomenal," said Todd Sherman, CMO of Point Inside. "But more importantly, the way people use them to understand products, brands and services has changed the landscape. Combining that with location-based services opens the door to powerful and efficient new ways to engage customers. We'll talk about that during the webinar."

Attendees will learn:

- How brands can use the smartphone explosion to engage customers.
- What is location based marketing and why all the "buzz" around this capability?
- How can brands leverage location to improve customer engagement?
- How to utilize location data to better target their efforts.

Jared Miller, Managing Director of Self-Service and Emerging Technology for United Airlines and DSA EVP – Mobile, will moderate. The webinar is the second in a series organized by DSA’s Mobile Council.

To register for the free webinar, go to:

<https://cc.readytalk.com/cc/s/showReg?udc=lqvrbswqe36f>

About Point Inside, Inc.

Point Inside has transformed the shopping experience by enabling retailers to engage proactively with customers through their smartphones at every point along the purchase path. Mobile apps driven by the Point Inside Interact™ platform increase sales, loyalty and customer satisfaction from initial research and product discovery to the creation of shopping lists and in-store activities. This new level of customer engagement is made possible through Point Inside's patent-pending technologies in indoor mapping, micro-location services and customer engagement.

Founded in 2009 and based just outside of Seattle, the company is led by a team of executives with decades of experience developing mobile and location-based services (LBS) applications for companies such as Amazon, AT&T, Boeing, and Qualcomm. Additional details can be found at: www.pointinside.com; Facebook: www.facebook.com/PointInside; Twitter: www.twitter.com/PointInside.

About the Digital Screenmedia Association (DSA)

With over 650 members, DSA is an independent, not-for-profit trade association whose purpose is to advance the growth and excellence of the global digital signage, interactive kiosk and mobile community through advocacy, education and networking. Members include users of digital screenmedia in all vertical markets, as well as manufacturers, resellers and distributors of hardware and software, network operators, integrators, advertising agencies, consultants, analysts, publishers, tradeshow organizers and service companies. See <http://www.digitalscreenmedia.org>.

###

For more information, contact:

Emily Marshall, Marketing Manager, Point Inside, Inc. at Emily@pointinside.com or 206-660-3304

