



Press Announcement

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FOR IMMEDIATE RELEASE

VISIONEERED IMAGE SYSTEMS RECEIVES BRIDGE LOAN FROM 21VENTURES TO INCREASE PRODUCTION AND MARKETING EFFORTS

NEW YORK and Garden Grove, CA, June 14, 2006 – Visioneered Image Systems, Inc. (VIS), a leading provider of digital electronic billboards, today announced that it has closed on a \$400,000 Bridge to \$1.5 M. Series B-2 round led by New York-based 21Ventures LLC. The company’s Series B-2 round is scheduled for completion by July 1, 2006.

“Industry studies consistently confirm that advertising revenue goes up 7 to 8 times when traditional vinyl billboards are converted to electronic displays,” explained Anthony “Tony” Materna, VIS President and CEO. “This combined with the facts that construction of new billboards is prohibited by law in most areas of the U.S., and that only 1 % of existing billboards have been converted, represents an extremely lucrative revenue stream for manufacturers of electronic billboards. Customer demand for our digital billboards has increased steadily since we introduced our first VISMAX billboard earlier this year, so we’re using the bridge loan to tool up production and augment sales and marketing efforts for 2006.” Current VIS customers include: East-West Media, Digital Outdoor, Action Graphix and CMS Outdoor.

Visioneered Image Systems designs and manufactures **VISMAX™ Electronic Billboards** whose next generation LED-based video modules can be mounted on existing billboards without structural modifications thus eliminating the need for building permits and dramatically lowering installation costs. The company’s patented light-shaping diffuser technology combined with its patent-pending **PIXEL Perfect™ Technology** provides customers with digital outdoor displays that are twice (2x) as bright and last twice (2x) as long as traditional LED displays. And, VIS’s patent-pending **Self-Calibration™ Technology** continuously monitors and maintains certified Pantone™ image quality (at the initial factory setting), thereby ensuring color uniformity for the life of the billboard.

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“Competition within the Out-of-Home advertising market is intense with most companies still promoting and selling traditional LED technology,” discussed David Anthony, Managing Partner of 21Ventures. “Visioneered Image System’s digital VISMAX outdoor displays provide customers with a next generation alternative -- superior brightness, longevity and image quality. Given the overwhelming customer response to their product launch combined with the company’s dedication to quality customer service and the foresight of the management team, Visioneered Image Systems’ is well poised for continued growth and future success.”

About VIS

Visioneered Image Systems, Inc. (VIS) designs and manufactures next generation digital electronic billboards for the outdoor advertising market. The company’s **VISMAX™** products feature a patented light-shaping diffuser technology combined with a **PIXEL Perfect™ Technology** that enables digital outdoor displays that are twice (2x) as bright and last twice (2x) as long as traditional LED displays and VIS’ **Self-Calibration™ Technology** that continuously monitors and maintains certified Pantone™ image quality and color uniformity for the life of the display. Also, VIS’ LED-based video modules can be mounted directly on existing billboard structures eliminating the need for building permits and lowering overall installation costs. Founded in 2003, the company is headquartered in Garden Grove, CA, For more information, visit www.vis-displays.com.

About 21Ventures

Founded in 2003, **21Ventures LLC** invests in seed and bridge financing for both private and public technology ventures in Israel and non-core technology regions across the U.S.; its goal is to bridge the widening gap between "friends and family" funding and initial professional capital. 21Ventures focuses on portfolio companies in the Energy, Financial Services, Information Technology, Life Science, Media, Semiconductor and Telecommunication markets. In addition to its VC activities, 21Ventures designs and delivers entrepreneurial training programs for scientists, engineers and technology developers worldwide. The company is headquartered in New York City and has made eleven investments to date. Visit: www.21Ventures.net .

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Forward-Looking Statements

Estimates, expectations and business plans are forward-looking statements. Actual future results, including product introduction schedules, market receptiveness, regulatory approvals and commercial viability, could differ materially due to changes in conditions affecting the industry, political, legal or regulatory developments, and market conditions.

VISMAX, PIXEL Perfect and Self-Calibration are trademarks of Visioneered Image Systems, Inc. All other company and product names are trademarks of their respective holders.