

INSIGNIA SYSTEMS INC/MN  
Form 3  
April 15, 2005

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*

Shireman Justin W  
(Last) (First) (Middle)

6470 SYCAMORE COURT  
NORTH

(Street)

MAPLE GROVE, MN 55369

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)  
04/11/2005

3. Issuer Name and Ticker or Trading Symbol  
INSIGNIA SYSTEMS INC/MN [ISIG]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
VP Finance and CFO

5. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)

2. Amount of Securities Beneficially Owned (Instr. 4)

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

4. Nature of Indirect Beneficial Ownership (Instr. 5)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and Expiration Date (Month/Day/Year)

Date Exercisable Expiration Date

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

Title Amount or Number of Shares

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security: Direct (D) or Indirect (I)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

(Instr. 5)

Stock Option (Right to Buy)	04/30/2004 <sup>(1)</sup>	05/20/2013	Common Stock	10,000	\$ 6.06	D	Â
Stock Option (Right to Buy)	12/31/2004 <sup>(2)</sup>	02/19/2014	Common Stock	5,000	\$ 1.95	D	Â
Stock Option (Right to Buy)	05/20/2004 <sup>(3)</sup>	05/20/2014	Common Stock	15,000	\$ 1.31	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Shireman Justin W 6470 SYCAMORE COURT NORTH MAPLE GROVE, MN 55369	Â	Â	Â VP Finance and CFO	Â

## Signatures

By: /s/ Justin W.  
Shireman

04/15/2005

\_\_Signature of Reporting Person                      Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) 3,333 shares exercisable on April 30, 2004; 3,333 shares exercisable on April 30, 2005; and 3,334 shares exercisable on April 30, 2006.
- (2) Shares exercisable on December 31, 2004.
- (3) 5,000 shares exercisable on May 20, 2005; 5,000 shares exercisable on May 20, 2006 and 5,000 shares exercisable on May 20, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.