

# **CREATIVE REALITIES, INC.**

Reported by  
**COGUT CRAIG M**

## **FORM 3**

(Initial Statement of Beneficial Ownership)

Filed 08/22/14 for the Period Ending 08/20/14

Address	55 BROADWAY 9TH FLOOR NEW YORK, NY 10006
Telephone	212-324-6660
CIK	0001356093
Symbol	CREX
Fiscal Year	12/31

## INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *			2. Date of Event Requiring Statement (MM/DD/YYYY)		3. Issuer Name and Ticker or Trading Symbol		
COGUT CRAIG M			8/20/2014		WIRELESS RONIN TECHNOLOGIES INC [RNIN]		
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
C/O PEGASUS CAPITAL ADVISORS, L.P., 99 RIVER ROAD			<input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)				
(Street)			5. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)		
COS COB, CT 06807					<input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person		
(City)	(State)	(Zip)					

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Series A 5% Convertible Preferred Stock	8/20/2014	(1) (2)	Common Stock	1250000	\$0.40	I	See Footnotes (3) (4) (5)
Common Stock Warrants (right to buy)	8/20/2014	8/20/2019	Common Stock	625000	\$0.50	I	See Footnotes (3) (4) (5)

### Explanation of Responses:

- Pursuant to the Securities Purchase Agreement (the "Purchase Agreement") dated August 20, 2014, by and among Wireless Ronin Technologies, Inc. (the "Issuer") and the purchasers indicated therein, Slipstream Communications, LLC ("Slipstream Communications") purchased 1,250,000 shares of the Issuer's Series A 5% Convertible Preferred Stock (the "Preferred Stock") and a warrant to purchase 625,000 shares of the Issuer's common stock (the "Warrant") for an aggregate purchase price of \$500,000. Each share of Preferred Stock is immediately convertible into shares of the Issuer's common stock upon receipt at a price per share of common stock equal to \$0.40, subject to certain anti-dilution adjustments described in the Certificate of Designation of the Series A 5% Convertible Preferred Stock.
- (Continued from footnote 1) The shares of Preferred Stock have no expiration date. The Warrant is immediately exercisable in whole or in part at an exercise price of \$0.50 per share of Issuer common stock, subject to adjustment as set forth in the Warrant. The Warrant will expire at 5:00 p.m. New York City time on the five-year anniversary of its issuance.
- BCOM Holdings, LP ("BCOM Holdings") may be deemed to indirectly beneficially own a portion of the Preferred Stock and the Warrant held directly by Slipstream Communications because BCOM Holdings may be deemed to have voting and dispositive power over such securities as the managing member of Slipstream Communications. BCOM GP LLC ("BCOM GP") is the general partner of BCOM Holdings. Business Services Holdings, LLC ("Business Services Holdings") is the sole member of BCOM GP. PP IV BSH, LLC ("PP IV BSH"), Pegasus Partners IV (AIV), L.P. ("Pegasus Partners (AIV)") and Pegasus Investors IV, L.P. ("Pegasus Investors") are the members of Business Services Holdings.
- (Continued from footnote 3) Pegasus Partners IV, L.P. ("Pegasus Partners") is the sole member of PP IV BSH. Pegasus Investors is the general partner of each of Pegasus Partners (AIV) and Pegasus Partners and Pegasus Investors IV GP, L.L.C. ("Pegasus Investors GP") is the general partner of Pegasus Investors. Pegasus Investors GP is wholly owned by Pegasus Capital, LLC ("Pegasus Capital"). Pegasus Capital may be deemed to be directly or indirectly

controlled by Craig Cogut. Slipstream Funding, Slipstream Communications, BCOM Holdings, BCOM GP and Business Services Holdings are filing a separate Form 3 to report the securities beneficially owned reported herein.

- (Continued from footnote 4) Each of BCOM Holdings, BCOM GP, Business Services Holdings, PP IV BSH, Pegasus Partners (AIV), Pegasus Partners, Pegasus Investors, Pegasus Investors GP, Pegasus Capital and Mr. Cogut disclaims beneficial ownership of any of the Issuer's securities as to which this report relates except to the extent of their pecuniary interest therein, and this report shall not be deemed an admission that any of BCOM Holdings, BCOM GP, Business Services Holdings, PP IV BSH, Pegasus Partners (AIV), Pegasus Partners, Pegasus Investors, Pegasus Investors GP, Pegasus Capital or Mr. Cogut is the beneficial owner of such securities for purposes of Section 16 or for any other purposes.

**Remarks:**  
Slipstream Communications, LLC, BCOM Holdings, LP, BCOM GP LLC and Business Services Holdings, LLC are filing a separate Form 3 to report the securities beneficially owned reported herein.

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
COGUT CRAIG M C/O PEGASUS CAPITAL ADVISORS, L.P. 99 RIVER ROAD COS COB, CT 06807		X		
PEGASUS CAPITAL LLC C/O PEGASUS CAPITAL ADVISORS, L.P. 99 RIVER ROAD COS COB, CT 06807		X		
Pegasus Investors IV GP, LLC C/O PEGASUS CAPITAL ADVISORS, L.P. 99 RIVER ROAD COS COB, CT 06807		X		
Pegasus Investors IV, L.P. C/O PEGASUS CAPITAL ADVISORS, L.P. 99 RIVER ROAD COS COB, CT 06807		X		
PEGASUS PARTNERS IV LP C/O PEGASUS CAPITAL ADVISORS, L.P. 99 RIVER ROAD COS COB, CT 06807		X		
PEGASUS PARTNERS IV (AIV), L.P. C/O PEGASUS CAPITAL ADVISORS, L.P. 99 RIVER ROAD COS COB, CT 06807		X		
PP IV BSH, LLC C/O PEGASUS CAPITAL ADVISORS, L.P. 99 RIVER ROAD COS COB, CT 06807		X		

<b>Signatures</b>	
<b>CRAIG COGUT, Name: Craig Cogut /s/ Craig Cogut</b>	<b>8/22/2014</b>
<small>**Signature of Reporting Person</small>	<small>Date</small>
<b>PEGASUS CAPITAL, LLC, Name: Craig Cogut, Title: President &amp; Managing Member /s/ Craig Cogut</b>	<b>8/22/2014</b>
<small>**Signature of Reporting Person</small>	<small>Date</small>
<b>PEGASUS INVESTORS IV GP, L.L.C., Name: Daniel Stencel, Title: Chief Financial Officer and Treasurer /s/ Daniel Stencel</b>	<b>8/22/2014</b>
<small>**Signature of Reporting Person</small>	<small>Date</small>
<b>PEGASUS INVESTORS IV, L.P., By: Pegasus Investors IV GP, L.L.C., its general partner, Name: Daniel Stencel, Title: Chief Financial Officer and Treasurer /s/ Daniel Stencel</b>	<b>8/22/2014</b>
<small>**Signature of Reporting Person</small>	<small>Date</small>
<b>PEGASUS PARTNERS IV, L.P., By: Pegasus Investors IV, L.P, its general partner, By: Pegasus Investors IV GP, L.L.C., its general partner, Name: Daniel Stencel, Title: Chief Financial Officer and Treasurer /s/ Daniel Stencel</b>	<b>8/22/2014</b>
<small>**Signature of Reporting Person</small>	<small>Date</small>
<b>PEGASUS PARTNERS IV (AIV), L.P., By: Pegasus Investors IV, L.P, its general partner, By: Pegasus Investors IV GP, L.L.C., its general partner, Name: Daniel Stencel, Title: Chief Financial Officer and Treasurer /s/ Daniel Stencel</b>	<b>8/22/2014</b>

**PP IV BSH, LLC, Name: Daniel Stencel, Title: Treasurer /s/ Daniel Stencel**

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**8/22/2014**

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

\* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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.

## Form 3 Joint Filer Information

Name: Pegasus Capital, LLC  
Address: C/O Pegasus Capital Advisors, L.P.  
99 River Road  
Cos Cob, CT 06807  
Date of Event Requiring Statement: 08/20/14

Name: Pegasus Investors IV GP, L.L.C.  
Address: C/O Pegasus Capital Advisors, L.P.  
99 River Road  
Cos Cob, CT 06807  
Date of Event Requiring Statement: 08/20/14

Name: Pegasus Investors IV, L.P.  
Address: C/O Pegasus Capital Advisors, L.P.  
99 River Road  
Cos Cob, CT 06807  
Date of Event Requiring Statement: 08/20/14

Name: Pegasus Partners IV, L.P.  
Address: C/O Pegasus Capital Advisors, L.P.  
99 River Road  
Cos Cob, CT 06807  
Date of Event Requiring Statement: 08/20/14

Name: Pegasus Partners IV (AIV), L.P.  
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Cos Cob, CT 06807  
Date of Event Requiring Statement: 08/20/14

Name: PP IV BSH, LLC  
Address: C/O Pegasus Capital Advisors, L.P.  
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Date of Event Requiring Statement: 08/20/14