



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

July 14, 2011

Via facsimile (763) 392-6222

Mr. Scott F. Drill
Chief Executive Officer
Insignia Systems, Inc.
8799 Brooklyn Blvd.
Minneapolis, MN 55445

Re: Insignia Systems, Inc.
Form 10-K for the fiscal year ended December 31, 2010
Filed March 16, 2011
Form 10-Q for the quarter ended March 31, 2011
Filed May 10, 2011
File No. 1-13471

Dear Mr. Drill:

We have completed our review of your filings. We remind you that our comments or changes to disclosure in response to our comments do not foreclose the Commission from taking any action with respect to the company or the filings and the company may not assert staff comments as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States. We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filings to be certain that the filings include the information the Securities Exchange Act of 1934 and all applicable rules require.

Sincerely,

/s/Terry French for

Larry Spigel
Assistant Director