

Jones Alan
Form 3
May 25, 2007

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 *

Â Jones Alan

(Last) (First) (Middle)

6470 SYCAMORE COURT
NORTH

(Street)

MAPLE GROVE,Â MNÂ 55369

(City) (State) (Zip)

1. Title of Security
(Instr. 4)

Common Stock

2. Date of Event Requiring
Statement

(Month/Day/Year)

05/23/2007

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

X Officer ___ Other

(give title below) (specify below)

Sr. VP CPG & Retail Sales

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

6. Individual or Joint/Group
Filing(Check Applicable Line)
X 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)
Common Stock	43,122	D	Â

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

SEC 1473 (7-02)

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information contained in this form are not
required to respond unless the form displays a
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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)	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)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Title			

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		Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Incentive Stock Option (right to buy)	05/16/2007 ⁽¹⁾	05/16/2016	Common Stock	30,000	\$ 1.19	D	Â
Incentive Stock Option (right to buy)	12/31/2004	02/19/2014	Common Stock	3,599	\$ 1.95	D	Â
Incentive Stock Option (right to buy)	05/23/2008 ⁽¹⁾	05/23/2017	Common Stock	45,000	\$ 3.75	D	Â
Incentive Stock Option (right to buy)	04/11/2003	04/11/2010	Common Stock	3,333	\$ 4.281	D	Â
Incentive Stock Option (right to buy)	12/31/2002 ⁽¹⁾	02/19/2012	Common Stock	8,000	\$ 8.4	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Jones Alan 6470 SYCAMORE COURT NORTH MAPLE GROVE, MN 55369	Â	Â	Â Sr. VP CPG & Retail Sales	Â

Signatures

/s/ Alan Jones 05/25/2007

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) Exercisable in annual one-third increments beginning on the exercisable date shown.

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

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