



Hello,

Data analytics has become a huge trend in the retail world, as shop owners are using data collected to figure out what their customers like and want and configuring their stores accordingly. One of the best ways to entice people to come into the store is to have an interesting and enticing shop window for those shoppers passing by. In the [article](#) on the mistakes retailers make in creating shop window displays, Norbert Gruger discusses the problem of chain stores creating uniform shop displays instead of using them to highlight personality and call attention to them.

What if you could attract a customer with your store's uniqueness and promotions when they are not in front of the actual store? What if you could draw them in to your shop when they are at a different part of the mall? Just like store windows are a way to attract people to a retailer, proximity marketing is a way to attract the customer through mobile devices. While you can't personalize a store window to each individual customer, you can use proximity marketing to gather more information about each customer and target promotions relevant to them. This can be a successful way in getting a customer to your store, as well as creating loyalty members. Not only can proximity marketing, which is done through Bluetooth and Wi-Fi target customers from a distance away, but it can also use mobile analytics to figure out exactly what the customer wants and needs by tracking foot traffic, promotions and dwell times. A [blog post](#) by the Harvard Business Review discusses how location analytics are changing the world of retail by targeting design, marketing, operations and strategy. By pairing location data with existing customer data, companies can better understand their customer's needs, wants and behaviours. Location and data analytics will continue to change the way retailers operate and how they maximize their marketing efforts. This is simply a step closer to understanding consumer behaviour and will forecast which businesses thrive and which fail in the world of retail and the ever changing consumer engagement.

I would also like to draw your attention to recently published [analysis](#) of internet trends done by Mary Meeker. While money spent on print advertising has drastically increased from year to year, the advertising spending for mobile has barely moved. This shows a great need for mobile advertising and portrays the importance for proximity marketing is even greater now. We hope that this will help businesses and

iSIGN in the News

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[Marketing to Millennials: How iSign Can Help You Reach a Broad Group of Individuals](#)

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[Don't Back The Wrong Mobile Retail Tech Horse Big Thing](#)

iSIGN Announcements

[iSIGN Media Announces Update on Reseller Activity](#)

[iSIGN Media Announces First United States Patent Approval](#)

[iSIGN Media Announces its Out of Home Proximity Marketing and Awareness Information Patent Approval for the United States](#)

[iSIGN Media Announces an Update on Its Patents](#)

[iSIGN Media Announces an Expiry Extension for Warrants](#)

[iSIGN Media Announces an Agreement in Principle to Acquire POS Canada](#)

advertisers understand that this is a huge market that is not being captured, which should be focused on in order to better capture the audience.

Recent News and Happenings here at iSIGN

May 2014 marks a very special milestone in our new fiscal year for several very key achievements. I am very proud to announce that on May 16th iSIGN received our first [USA patent](#) for our "method and system for out-of-home proximity marketing and for delivering awareness information" all done in full privacy. This patent took 6 years to clear and be granted which demonstrates its exclusive value and position in the fast growing mobile messaging and data capture channel. Our accountants and auditors are in the process of valuing the patent as an intangible asset on our books. Only iSIGN has such a patent and we will be following this up with 4 more patent applications.

Our second very key achievement is the verbal and written indication we received that our flow of data and subsequent inventory of data can and will be capitalized and add to our asset value this year and going forward.

Our third achievement is the recent announcement of an agreement in principal to acquire all of the shares of POS Canada enabling the two companies to continue full development of iSIGN's PDAQ solution which will enable iSIGN Smart solutions to integrate with cash register (POS) data. This will be patented and allow commercial enterprises all over the world to message mobiles and instantly capture all responses including POS redemption which will enrich our data flow from 20 cents an insight to the dollar plus price per insight currently in demand but not available anywhere.

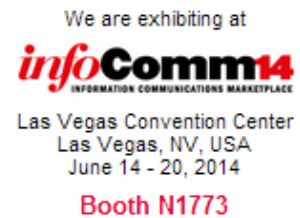
Lastly we wish to announce that iSIGN messaging to mobiles and subsequent anonymous data capture is not subject to the Canadian Anti-Spam (CASL) Legislation coming into effect July 1st 2014. This will be great news for all of our present and future customers wishing to message shoppers in proximity using iSIGN Smart Products. However each of you will have to agree to receive our Newsletter to avoid having us run afoul of this legislation as of July 1st. The legislation's purpose is to better protect Canadians against the harmful effects of spamming and threats to electronic commerce. You can find out more about the legislation [here](#), as well as iSIGN's respecting of user privacy in our [whitepaper](#).

Finally June promises to be equally productive and achievement rich and our fiscal year is off to a great start. Our investors should continue with confidence and take all steps to ensure that our share price reflects our business and technological progress which is very clear and strong.

Thanks for your continued support and business.

As always, if you have any questions about the content of this newsletter or would like to discuss iSIGN's upcoming projects and recent initiatives, please don't hesitate to [contact me](#).

iSIGN Tradeshows



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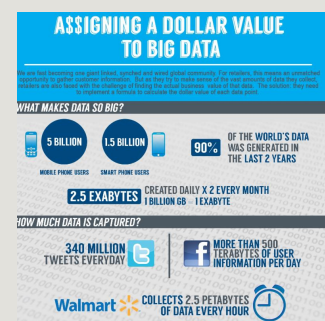
iSIGN Reports



iSIGN's latest report on Mobile Marketing discusses wearable tech and the power of proximity marketing, especially for today's in-store experience.

Read the full report [here](#).

iSIGN Infographic



iSIGN's latest infographic, "Assigning a Dollar Value to Big Data" displays the impact of Big Data on retail and examines how much consumer data brands are gathering and utilizing on a global scale.

Kind Regards,

Alex Romanov, CEO
iSIGN Media



iSIGN's Digital Signage and Mobile Advertising Solutions in the News

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The article discusses how targeted marketing is difficult to this new generation due to their different needs, philosophies and desires. As opposed to targeting to large groups who shared the same thoughts in past generations, marketers today have to target millennials, who get everything from their mobile phones with something that is easily accessible at the moment. Read the rest of the article [here](#).



The byline discusses different ways to target customers at the point of sale and discusses the advantages and disadvantages of apps, iBeacon and a proximity marketing solution that uses Bluetooth and Wi-Fi technology. Read the full article [here](#).

Proximity Marketing Solution Video

iSIGN's proximity marketing solution has to offer. Also includes information on the back office, big data collection, content creator and more.

To view the full video, click [here](#).

It also reveals how retailers can determine Big Data's big dollar value and turn large amounts of data into profitable insights and shopper intelligence.

To view iSIGN's Infographic click [here](#).

Investor Relations

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