



Hello,

As the holiday season draws near, retailers are starting to roll out their marketing plans and holiday strategies. Cue in new marketing technologies that are combining digital signage with mobile marketing - presenting retailers with the opportunity to connect and "talk" with shoppers who are close by, primed and ready to spend on holiday goodies. With a more interactive shopping experience for consumers and an effective new marketing channel for retailers, the combination is the perfect paring to bring home the "gift" of revenues this season.

Making Mobile Connections

With the advent of a "mobile culture" and mobilized shoppers, mobile interest and usage continues to captivate consumers, businesses and cultivate mobile commerce. Retailers are seeing the advantages of incorporating this channel into their daily marketing communication to customers, utilizing the immediacy of mobile messaging to send relevant promotions and special offers.

Two of the biggest and most competitive shopping days for retailers, on Black Friday and Cyber Monday about [50% of consumers](#) used their smartphones to shop, showroom and compare product prices while in stores. It is the perfect time for retailers to send shoppers immediately redeemable special offers that they can act on.

Needless to say, mobile marketing technology will create a more personalized shopping experience for consumers in the coming weeks, and it will also provide retailers with more earning potential than traditional advertising mediums - plus a new way for retailers to interact with customers and increase sales, just in time for the holidays.

Recent News and Happenings Here at iSIGN

The retail industry is increasingly adopting mobile marketing technology, and here at iSIGN we have been expanding our mobile marketing solution to serve [more retailers in the United States](#), and we are proud to announce that we have just [installed 100 of our Smart Antennas](#) into a convenience store chain based in Ontario,

iSIGN in the News

VentureBeat

[How much or too little? Assigning a dollar value to big data](#)



[M2M Reaches Consumers](#)



[How Much Or Too Little? Assigning A Dollar Value To Big Data](#)

FierceBigData

[Calculating sticker price of big data](#)



[What is the fair market value for big data?](#)

iPhone Einstein

[How much or too little? Assigning a dollar value to big data](#)

iSIGN Announcements

Canada, which has 200 locations.

iSIGN has also signed a one-year [contract for the delivery of 2.5 million insights](#) to a software company located in India, in the amount of \$500,000. Under the agreement, iSIGN will deliver an initial 250,000 insights to Newcomp Analytics for analysis, interpretation and evaluation of data.

Moreover, we have collaborated with Max Capital Group to [license our Point-of-Sale cashier solution](#) that captures POS transactions in any installation and allows for the integration of POS data with data gathered by our Smart Antennas and Smart Players from mobile devices in proximity.

Here at iSIGN we are also proud to announce that we have a new team member, Katherine Buharina. Katherine is an integral part of our team and we give her our warm welcome!

In addition, we would like to share with you the recent news coverage featuring iSIGN: Alex Romanov's thought leadership article on the value of Big Data was featured in [VentureBeat](#), and included in [Business Intelligence](#), [Fierce Big Data](#), [MedCity News](#), and [iPhone Einstein](#). Alex was also on air for the "[M2M Reaches Consumers](#)" segment on the Peggy Smedley Show to talk about how retailers are using mobile marketing technology to reach consumers.

iSIGN also released the infographic, "[Assigning a Dollar Value to Big Data](#)," which reveals how retailers can determine the true value of Big Data.

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 at alex@isignmedia.com.

Kind Regards,

Alex Romanov, CEO
iSIGN Media



iSIGN's Digital Signage and Mobile Advertising

iSIGN Announces its First Data Sale
[Read it here](#)

iSIGN Announces an Update on Network Expansion
[Read it here](#)

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

Graphic Media, Inc., iSIGN Media's Master Distributor, Announces Significant United States Expansion
[Read it here](#)

iSIGN Announces an Installation of 100 Smart Antennas into a New Convenience Store Chain Under iSIGN's Trusted Partner Analytics Pilot Programme
[Read it here](#)

iSIGN Announces DTC Eligibility Approval for Its US Symbol ISDSF
[Read it here](#)

iSIGN Closing Its Previously Announced Non-Brokered Private Placement of \$2,850,000
[Read it here](#)

iSIGN Reveals Integration of Mobile Interaction Data with Data Gathered from Point-of-Sale in Proximity
[Read it here](#)

iSIGN Infographic

VentureBeat

[Read it here.](#)

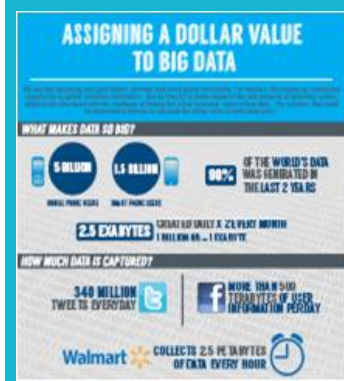


iSIGN Releases New Proximity Marketing Solution Video

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

Investor Relations Update

www.rbmilestone.com



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

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