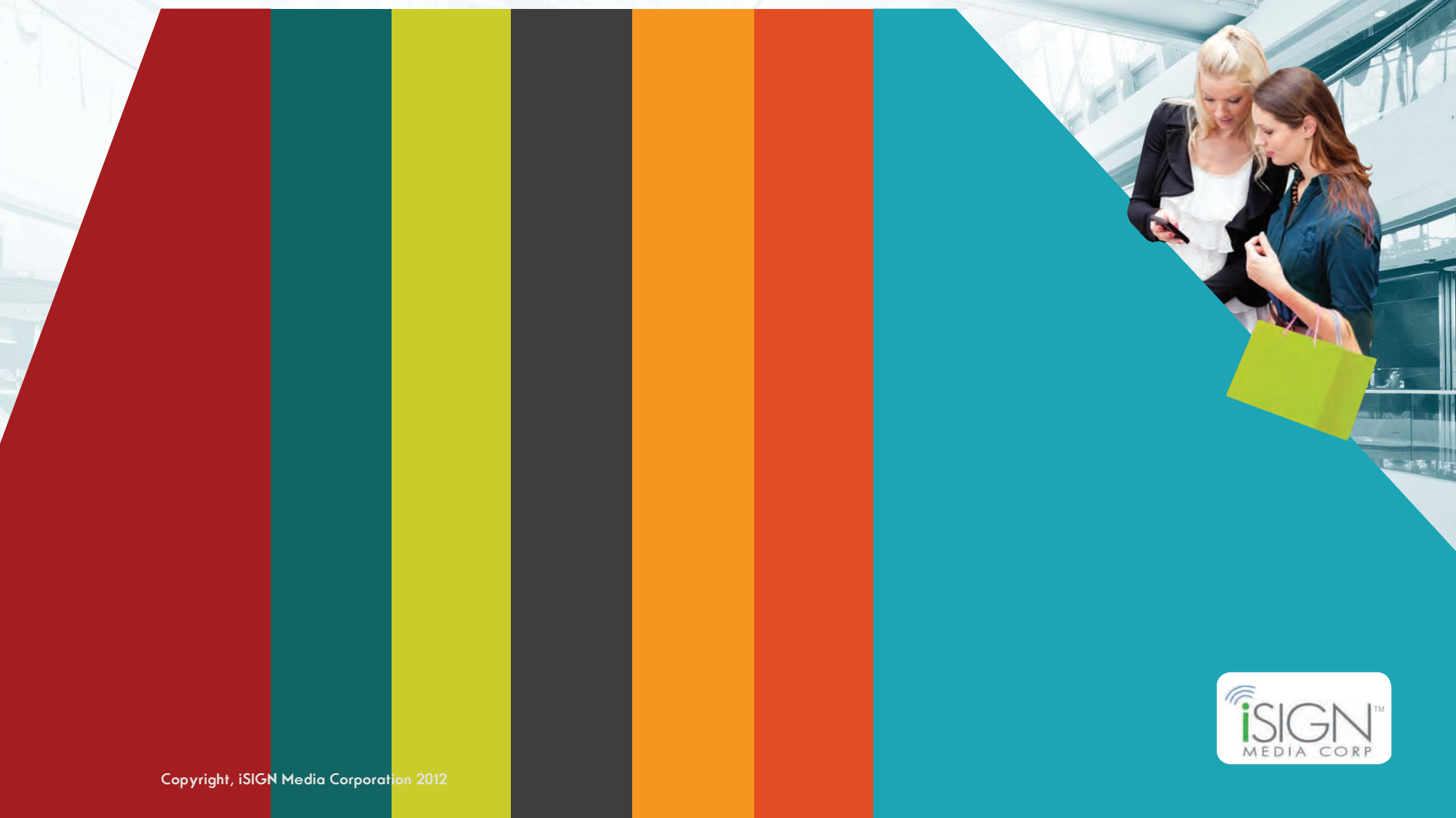


Mobile Convergence & Digital Dominance: How One Advertising Medium is Aiding the Rest

By Alex Romanov, iSIGN Media



What's Inside This Report?

New technology has an almost uncanny ability to augment older technology, turning what might be considered relics from another era into something relevant and purposeful. That's the driving force behind today's digital revolution.

Traditional media channels, be it print, radio and television, are finding new life and usefulness thanks to the growing reach of today's formidable gadgets, from smartphones, tablets, digital signage, location-based advertising, and interactive kiosks. When combined, the aforementioned technology has the ability to link and sync together, driving consumer engagement that has never before been equaled. And rather than overtaking traditional media as some once feared, channel convergence has proven to be a help, and not a hindrance, when it comes to engaging audiences.

Sometimes it's easy to forget just how much the way we communicate has changed and just how rapid those changes have been. Words like "revolution" imply speed, but terms like "breakneck" might be more apt. iPhones are only five, modern tablets are toddlers (some 27 months old as this whitepaper is being written) and portable DVD players, GPS navigation systems, and even social media-connected video games have all been growing into adulthood just in the last 10-15 years. In less than one generation, old communication paradigms have fallen and are being supplemented with their digital counterparts. For without powerful microchips – each with billions of transistors – and long chains of binary code, the devices we use as commonplace today would not even exist.

Now, the rapid proliferation and rise in adoption of digital devices is reinventing traditional communications media – TV, print and radio. Increasingly, print is becoming wedded to QR codes, (1 in 4 smartphone owners engage a brand via QR code) just as smart mobile devices communicate with kiosks and digital signs – and all of these interactions are driving a consumer-centric real-world and real-time response. Radio and television, rather than marketing dinosaurs, continue to link and sync back to digital media too, similarly heightening their relevance.

The following report explores how digital devices are greatly impacting and influencing traditional media and attempts to demonstrate through research and facts, campaign examples and third party perspectives, just how channel convergence is impacting marketers today by creating many new opportunities to reach and interact with consumers.





Who We Are

iSIGN Media is a North American leader in SaaS solutions that utilize Bluetooth, Mobile, WiFi and Location-Aware technologies to deliver interactive, rich media, permission-based messages to mobile devices, from digital signs or stand alone locations, to engage consumers more deeply and cost-effectively. The resulting business intelligence and real time metrics, gathered through **iSIGN**'s patent-pending advertising platform, deliver insights into emerging consumer behaviors that help advertisers measure their efforts and make better business decisions to increase ROI and customer loyalty.

Headquartered in Richmond Hill, Ontario, with R&D and customer support operations in Vancouver, BC and Tampa, FL, the Company has grown to become the largest owner/operator of in-store digital media in Canada. **iSIGN**'s solutions are currently installed in over 2,000 locations across North America, and target over 1,000,000 mobile devices daily with advertisements from convenience stores, gas stations and municipal locations in large and small cities. **iSIGN Networks Corp.** owns and operates Canada's single largest digital signage network with over 5,800 screens visible to over 1.5 million shoppers daily, supported with mobile messaging that adds metrics and proof of redemption for advertisers at very competitive costs. Our partners include: AOpen America Inc. and IBM, with solution distribution by BlueStar Inc.

You can also find out more by visiting
www.isignmedia.com



Digital Dominance

More than just a catchy two-word alliteration, digital dominance is fast becoming a way of life. Google the phrase and 16.4 million hits populate thousands of search pages. Perhaps like no other media before it, digital technology, in the form of mobile devices, like smartphones and tablets, cameras that no longer need film and can store thousands of pictures on a data card the size of a fingernail, global positioning car navigation, our wristwatches, gaming systems and DVD players and of course, an ever-expanding roster of digital signage that populates everything from buildings at large public gatherings to storefronts, and even along the sides of public transportation, have come to dominate our lives - infiltrating nearly all aspects of human interaction whether for business or pleasure.

Sometimes it's hard to believe that all this digital data comes down to long strings of zeros and ones – the building blocks of binary code, and how every device from a CD to a DVD to a microchip to a smartphone and tablet stores data. Start small and you have enough computational power to turn off and on a light. Add a few billion more sequences and you begin to appreciate the scope of the information revolution that is well underway. For marketers and brand developers, though, digital dominance is more than a way of life; it's become a revenue livelihood.



Once primarily passive media, TV, radio, print and direct (whereby consumers viewed or listened to advertising) is now fully interactive and engaging through the use of QR codes, to audio tags that can be picked up by technology such as Shazam to launch fully interactive advertising experiences on a mobile device, to text tags on screens, to Wi-Fi or Bluetooth devices in-store to deliver coupons to consumers on their smartphone or turn passive digital signage into a fully interactive in-store experiences. All of these tactics create instant metrics and measurement of consumer behaviour, and provide advertisers with ROI on their advertising spend."

Doug Woolridge, CEO, Adcentricity

But it's also becoming a way of revenue livelihood for traditional media too, especially as the boundaries of what defines traditional media versus digital media continue to converge and blur. To a very real extent, digital marketing tools, proximity and

location-aware advertising technologies and digital signs and kiosks, are breathing new life into traditional media like print, television, and broadcast, helping them each in turn to survive and thrive in increasingly tech-centric times. Within the digital domain, the smartphone (arguably the fastest spreading technology ever) is just being tapped for its marketing potential, as global mass adoption is first being reached. And as camera resolution improves, battery life extends, screen quality sharpens, Wi-Fi and 4G networks spread and social media and augmented reality apps intertwine, the smartphone may yet prove itself the dominant digital player as well as prove to be the ultimate facilitator between old and new marketing media.

The result of this convergence – both digital and traditional – suggests an unmatched opportunity for advertisers and brands. Rather than curtailing print, television, or radio marketing campaigns as some would counsel, multichannel convergence, aided in large degree by the digital Swiss Army Knives that are smartphones, suggests that all channels require continuous investment as each communications outlet benefits the others. What's more, digital's dominance and its medium infiltration demonstrate that just throwing money toward research and development isn't the answer. Finding new and creative ways to encourage channel merging is where the true R&D dollar value lies.



Channel Convergence Is Nothing New: But Lessons Can Always Be Learned

To be sure, the merging and converging of technologies has a long history and digital dominance is just the latest outgrowth. Author Henry Sampson, in his 1875 book, *A History of Advertising From the Earliest Times*, was one of the first to point out effective advertising in the buried city of Pompeii in 79 A.D. The site seems to feature advertisements and billboard-like promotions on building walls. Combined with word of mouth, channel convergence is likely as old as advertising itself.

And in the 20th century print, television and radio have decades of experience mixing, merging and overlapping their advertising campaigns, as marketers employing those media to drive engagement. Consider Volkswagen's "Think Small" campaign. The 1962 magazine ad was a megahit and ultimately spawned TV ads too, which can still be seen on YouTube today. The result of that early cross-channel convergence turned what was considered to be a very "un-American" car into one that had sold 1.3 million units by 1965.

“Most of us do not save coupons and organize them for our shopping trips. Because of this we never take advantage of promotions that are available to us when we shop because we have either misplaced the coupons that we received or we threw them away as junk mail.

From a retailer perspective, this means I pay thousands of dollars to mail promotions to customers who never use them. With a mobile connectivity solution, the consumer does not have to be organized. As soon as they walk into a store environment, the system recognizes their phone and can promote to them in a real time fashion. The customer is happy because they have the choice of accepting or rejecting the promotion on the spot, the retailer is happy because they are able to efficiently promote to their customers.”

Vernon R. Slack

*Director of Business Development
AOpen America Inc.*



Today, television's partnerships not only include print and radio overlap, but digital too. **To that end, global advertising spend is forecast to grow by 5% in 2012 to \$188.5 billion, 40% of all global ad spending, according to Strategy Analytics, a market research company.** In addition, companies like AT&T, Visa and Unilever continue to seek new ways to merge digital advertising with TV. In AT&T's case, the company is working with Fox on its series "Touch" where actors are seen using a mobile app, called Air Graffiti, that's under AT&T development and allows users to leave location-based messages for people in a street-view map. It's only that the app doesn't exist – yet. AT&T is working to deliver it. But seeing characters use a future app is almost as valuable to marketers and brand advertisers as them using the real thing. Viewers are attracted to the program and AT&T promotes its digital, mobile and telecommunications stronghold.

Digital dominance indeed. For marketers looking to drive revenue and loyalty, location-based social media and GPS mapping (like the AT&T example) offer considerable potential, as customers walking into a brick-and-mortar establishment can become brand ambassadors - alerting nearby friends to their intended purchases and perhaps inspiring their social circle, networks and followers to shop as well.

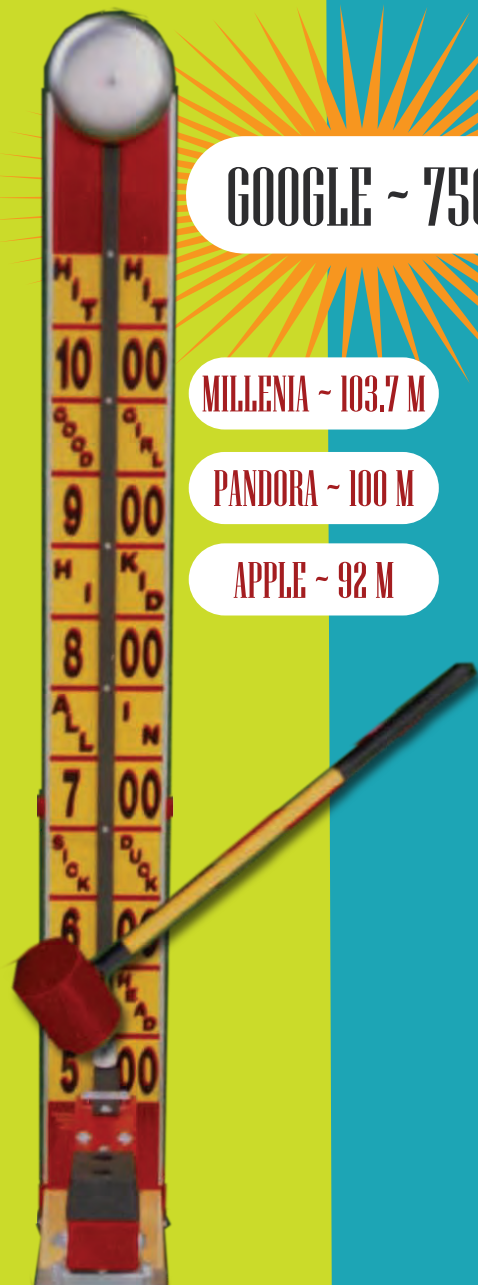
Radio: Broadcasting the First Mobile Marketing Experience



Radio, despite its 90+ year-old history, in many ways is an excellent example of the early electronic communications revolution, particularly as it relates to mobile. Cellular 3G and 4G technology is just another type of radio frequency, owing its existence to the AM and FM dials that preceded it.

Radio was (and is) a vital mobile marketing tool, thanks to its wireless, two-way communications. It remains an ideal way to reach customers, often at large distances (50 miles or more for FM and potentially hundreds of miles for AM) from retailers' brick-and-mortar stores. Radio also easily links back to print and television, or through engaging calls to action, mobile phone call-ins and text-ins

MOBILE'S STREAMING RADIO AD REVENUE



GOOGLE ~ 750 M

MILLENNIA ~ 103.7 M

PANDORA ~ 100 M

APPLE ~ 92 M

as well. Radio remains so relevant in fact, that for the second year in a row, US advertising revenue increased. In February of 2012, the Radio Advertising Bureau announced that **in 2011 radio advertising grew 1% to \$17.4 billion. And while digital advertising saw the greatest gains at 15% growth, it's important to note digital's still-small piece of the revenue puzzle, accounting for \$709 million.** For all the lip service given to digital's dominance, it's easy to see just how much catching up the latest newcomer medium has to do. But catching up it is.

Even so, radio's continued marketing success would not be possible without the digital overlap as streaming radio – and the advertising dollars that go with it – are increasingly routine. In June 2012, Pandora Media Inc., the owners of Pandora Internet Radio, (a customizable streaming music platform) announced that their mobile ad revenue was second only to Google's, coming in at more than \$100 million. **For its part Google remained vastly on top generating \$750 million in mobile ad revenue, while Millennial Media, a mobile advertising company, earned \$103.7 million and Apple netted \$92 million.** And although being met with some controversy, iHeartRadio, another web-based (via mobile or desktop) and live radio provider, continues to debate the possibility of introducing commercials in their streaming content.

Beyond big dollar signs, the degree of cross-channel appeal is clear. Even more than that, it underscores that today's consumers seek constant engagement through old and new marketing channels alike, eager to augment traditional media in new ways with relevant and timely promotions. Remember, too, that streaming web music like Pandora is most often accessed by smartphone, while users are simultaneously engaged in their devices' other uses, including checking email, visiting websites and social media apps like Facebook, Twitter, Pinterest and others – all of which are vital conduits for marketers and brand advertisers to disseminate their product pushes and to be part of the mobile digital conversation.

Digital Ink

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The advertising world is changing dramatically from a paid impressions base to a combination of paid, earned, social and owned media. Additionally, the number of touch points and resulting swelling of ad inventory makes it exceedingly more difficult to plan, buy, create and distribute media to effectively reach target audiences, and measure its effectiveness.

Convergence does, however, create more enriched consumer experiences and opportunities to measure advertising effectiveness. Interactivity across media channels allows consumers to engage with advertisers in numerous ways, either online or through their mobile devices.

Whereas retailers largely controlled the media and advertising venues within their walls, mobile has shattered that. With consumers able to compare prices on-the-go, retailers are looking to mobile to re-engage consumers at a critical point in the purchase decision-making process.”

Doug Woolridge, CEO, Adcentricity

No clearer is the digital overlap evident (and already smartphone dependent too) than when it comes to print. Critics may say journalism is dead and point to dropping readership and sinking profits, but a more nuanced picture tells a different story. **Total print advertising for instance, is essentially holding steady after a modest drop in 2011 to 2012 and eMarketer predicts that in the next four years, US print ad revenue will only decline by \$1.5 billion, to \$32.3 billion in 2016 from a \$33.8 billion figure in 2012, a decline of less than 5%.**

Arguably some of that domestic plateau is due to the fact that digital has helped support print's continued relevance. **Beyond the US, global print advertising revenue is actually forecast to grow half a percent in 2012 and corner 26% of the entire ad revenue market.** The fact that a several thousand year old communications and marketing medium – paper – can still carve out more than a quarter of the global market is tremendous. Not to mention that paper is lightweight, renewable, doesn't crash, and is affordable and environmentally friendly. Many of these performance goals are still being sought by digital technology and that alone helps preserve print's relevance.

And where print advertising revenue falls short or has atrophied, new business models are emerging that seek to supplant those losses. Increasingly marketers and consumers are seeing convergence in that arena too as print publications expand their ink products to digital and mobile platforms, in many cases, preserving a print additions look, style and format. This includes coupons and “digitally printed” promotions.

Direct print mail advertising suggests a state of even stronger health. Marketing consulting firm, Winterbury Group, in its 2011 outlook, found that **direct mail advertising and direct print advertising rose 5.8% and 2% respectively with advertising spending at \$47.8 billion and \$15.3 billion.** Despite the digital age that advertisers and consumers live in, the bulk of America's physical mailboxes are still filled with print advertisements and promotions. And nearly all of that paper and ink has a link back to the digital world whether it be via an email address, website, QR code or social media shout out.

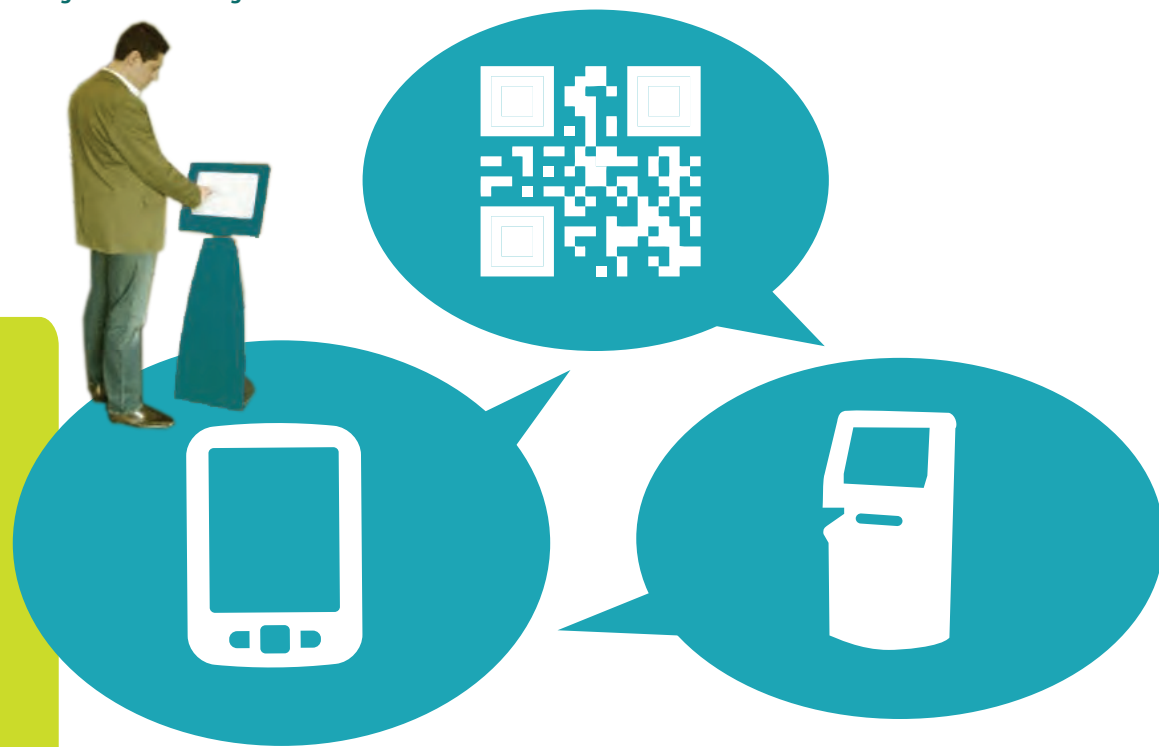
In other words, digital convergence has, in fact, been a help and not a hindrance.

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Kiosks, like any technology that has a consumer interface, should complement other devices as they help to deliver a more immersive customer experience - interacting with other technologies like smartphones, they can deliver tailored offers. Or, with the integration of printers, produce hard copies of maps, coupons or recipes.

There are some very cool uses of kiosks emerging. We've seen them emerge as a way to communicate with a pharmacist and dispense prescriptions. Another interesting development has been their use as a "social media location" where consumers can record personal video messages for their friends and the brands where they shop."

Dave Rodgeron
Senior Managing Consultant
GBS Retail
Strategy & Transformation Practice, IBM



QR Codes, Smartphones and Kiosks: Three Mediums Learning to Speak to Each Other

Of the digital linkages mentioned above, QR codes deserve particular mention. While some consider the technology a passing fad, we feel otherwise. Billed as "supped up bar codes," QR code popularity continues to rise. According to the latest eMarketer study, **27% of smartphone owners will engage a brand via QR code by 2014, reaching 39 million adults.** However, eMarketer's concern that too many brands rely on QR codes to distribute product information and not enough on giving consumers what they want – deals and discounts – is rightly justified. But at the same time, QR codes mix and merge the physical and digital experience.

An excellent example of that overlap comes from German retailer MyToy.de. The company sought to drive customers to their store to buy Lego products. But rather than just printing QR codes in newspapers and magazines (which they did as well) employees built large, colorful, 3D QR codes made from real Legos, using them as physical displays. Interested passersby simply had to point their QR-scanning smartphones to unlock Lego creation ideas that can be made from the QR code bricks and sold as Lego sets in-store

and online. The results were impressive. **Nearly half (49%) of MyToy.de visitors reportedly visited the store thanks to QR code activation. Lego box sales also doubled.**

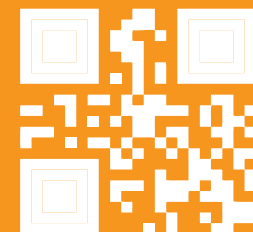
In 2011, Heinz also jumped into the QR code mix, albeit with a more traditional approach. The ketchup maker sought to promote its new environmentally friendly ketchup bottles with the tagline, “*Guess What My Bottle is Made of?*” Scanning the code brought users to the Heinz mobile website, where if they answered eco-friendly questions correctly, they could win prizes. More than one million consumers scanned the codes and the effort was a powerful success.

Both campaigns speak to the best of what QR codes can do through their ability to educate, engage and entertain. So if a German company and an American one have each figured out how to use QR codes in creative ways that drive results, other companies and other countries can as well. **Today’s 24% adoption rate may be just the beginning.**

Speaking of educating, engaging and entertaining, retailing Kiosks, although a smaller piece of the digital puzzle, shouldn’t be ignored. **Adopted by some 12% of retailers as of 2010**, according to Forrester research, kiosks merge the best of tablet touch screen functionality with a smart digital sign – not to mention the physical retailing environment and the growing “do-it-yourself” popularity that heightens shopper efficiency and expediency.

In addition, some **700 companies worldwide are working on kiosk design or are involved in some facet of the kiosk development industry across 44 countries.** Market research company Global Industry Analysts, Inc. sharpened the global kiosk picture further in 2011 with its report estimating that **by 2017 the global market for self-checkout terminals will reach 579,000 units.** And IBM, long a kiosk leader in its own right, identifies seven areas where kiosks demonstrate their worth such as: guided selling, in-shelf product information, media preview/download, food self order (that includes merging kiosk and vending technology, giving rise to commercial endeavors like vending machines that can bake and serve pizza), gift registry, bill pay, and even human resource training. And of course, like other digital technologies, much of the data presented in kiosk format can be sent to user mobile devices, giving them truly cross-functional ability.

Kiosks’ most recent retailing example – and endorsement beyond airport check-in and boarding pass ubiquity – may come from Syracuse NY, where the **Destiny USA shopping and entertainment center is deploying 30 digital directories in the 2.4 million square-foot mall**, as part of a major expansion and upgrade. The kiosks will integrate aspects of social media, allowing merchants and shoppers to comment on sales, product promotions, specific brands or events. **Beyond their traditional direction-finding uses, the kiosk’s digital information can also be sent to smartphones and tablets while connecting to the mall’s Facebook page.**



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Digital Signage is an effective advertising medium with many advantages over traditional media. However, we must also recognize the potential that smartphones and tablets bring to the digital signage space. It is no secret that intelligent devices have changed the way we interact with our local environment. Today, effective digital signage campaigns are designed to leverage mobile convergence, using the digital sign to initiate the discovery process at the local venue and promoting mobile adoption through interactive campaigns. This approach effectively bridges push-based digital signage campaigns and pull-based mobile interactive experiences. We believe this to be the future of the medium.

Digital signage offers incredible pinpoint targeting and accountability. It is a reliable and effective media in its own right. The proliferation of the smartphone, coupled with its unequalled interactive potential, makes for the perfect complement to digital signage. Combining mobile with local will usher in the next big digital media revolution, and all who leverage these technologies will benefit.”

*Brian Dusho
CEO, BroadSign International*

Digital Signs Are Talking to Mobile Phones As Well

Digital out-of-home advertising too, as much as the technology is geared toward a mobile conversation, continues to promote and augment print outlets, along with other channels previously mentioned. Capable of communicating with smartphones and tablets via Wi-Fi and Bluetooth, mobile engagement can and often does lead back to television, radio, kiosk, other digital promotions, and print – even if smartphones are the intermediary device.

Combined, digital signs and smartphones establish a two-way communication that allows marketers to send relevant and timely rewards and product information either directly to the shopper while they're primed to buy at a brick-and-mortar location, or if they're in proximity of such a location.

Digital signage's growing importance also comes down to some simple numbers: their adoption rates are soaring and cost-per-screen size continues to fall, making it more likely marketers and brand advertisers will choose to add a short-term purchasing expense to their budgets for long term consumer gain. According to IHS iSuppli Market Research, **17.3 million digital signs will be shipped in 2012, up from 15.4 million in 2011 and 13.5 million in 2010. By 2016, units shipped are estimated to reach 25.6 million.** Digital signage revenue for LCD, **front projection and LED screens is also estimated to reach \$13.3 billion, worldwide**, and that retailing is an industry segment with some of the highest installation rates. Meanwhile the latest Wirespring data shows that **the cost of a 100-screen network dropped another 5.6% in 2011, costing around \$3,500 while the total number of digital signs in the U.S. will reach 7 million by 2015.**

Perhaps one of the clearest examples of successful digital signage marketing came out of the 2012 Digital Signage Expo and its annual APEX Award dinner with Benetton's "Live Windows" project. In keeping with the brand's trademark of downplaying direct product pushes, Live Windows were interactive real-time displays showing passersby in other cities. People from around the world could interact with each other, exchange contact information, should they want to, and of course, discuss what types of clothing and style they preferred. And if two people, one in Moscow and another in London touched the screens at the same place that area on the screen would light up, confirming the "virtual high five". You can be sure impressed viewers were texting, tweeting, and Facebook-posting the amazing digital and real-world experience. And ideally, upon being engaged in such a creative, fun, and thought-provoking manner, they sought out their nearest Benetton to shop. Just maybe, they whipped out pen and pad too.

In addition, Sun Life Financial sponsored an improved version of the Miami Dolphins BuzzWall, designed by Montreal-based Arsenal Media. The wall was used as a promotional marketing push for a new Cirque du Soleil work, Iris. The 15 ft. by 10ft. boxes that held the signs featured augmented reality via smartphone and tablet and gesture-based interaction – the kind of marketing technology that can be applied to a host of industries, though sports and retail, however, would seem to be natural fits.

As evidenced from the previous example, a successful and prolific smart digital sign market is to some degree only as successful as smartphone and tablet adoption as timely, relevant and customer-specific offers must be sent to those devices and are useless without them. They're also part of driving the quality of the multichannel experience and often the social media conversation that follows from being engaged. Thankfully, though, both devices, as has been addressed throughout this article, continue to prove themselves the ultimate companion technologies. **Smartphone adoption rates hover around 50% in the US and tablets are on track for 31% penetration through 2012, surging as high as 47% by 2013 if current predictions pan out.** With similar numbers found in Europe, it's fair to say expressions like "critical mass" and "tipping point" no longer apply.

In fact, smartphone mobile dominance isn't just about present day adoption rates, but instead how quickly they've become embedded in all of our lives especially compared to other groundbreaking technologies marketers equally couldn't live without, including the increasingly antiquated feature phone. Michael DeGusta, writing for Mashable partner Technology Review, even titles a May 2012 article with a provocative question: "Are Smartphones Spreading Faster than Any Technology in Human History?" The data he compiles suggests maybe so, which is exactly why marketers must consider embedding a mobile push throughout their advertising campaigns – no matter which media, traditional or otherwise, are the focus. **In less than five years smartphones had already surpassed the 10-40% adoption threshold, which far exceeds the adoption rates of other technologies including, telephone, electricity, computer, radio, mobile phone, and Internet.** Based on these criteria, only television's historic adoption rate is keeping pace with smartphones.

So while the digital revolution continues with a host of technologies, smartphones continue to prove their multichannel worth.

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Place based digital signage has the ability to spark a consumers' interest and drive them to their mobile device for further information. It is a one to one connection that can be made with this consumer in no other way, on no other platform. The opportunity exists to turn this consumer into a customer in new ways that are measureable. Ultimately, multimedia campaigns, regardless of the medium are providing more and more touch points, capturing the same person in different environments to reinforce the message.”

*Laura Qusen
Director of Sales, Adapt*



Merge and Converge For a Unified Media Future

It should be clear by now that continued media convergence can't be dismissed as some marketer's buzzword advice. It has proven to be a natural progression in the marketing world from the earliest recorded campaigns to the present.



Media converges, whether print, radio, television and all digital's sub-categories, for the simple reason that the more ways a consumer is engaged, the more likely they are to open their wallets and respond to a call for action. And this is the case whether it's through the use of print, radio, television, mobile, digital signage or any other media.

It should also be clear that traditional marketing channels aren't going anywhere either. Print's ad revenue may have dropped sharply from its 20th century heyday, but thanks to digital's dominance, there are returning signs of life both in the US and abroad.

Incumbent on marketers is to invest, expand and deploy campaigns that reach consumers across all media and to make sure that each media successfully links back to others that are relevant. Repeatedly, digital technology in the form of smartphones and tablets, capable of gathering vital shopper metrics including opt-in rates, coupon redemption, purchasing habits, store and brand preference (and all of it potentially in-proximity of a brick-and-mortar location) are proving themselves to be the essential multichannel media facilitators. Or to use alternate imagery, they are the skeleton keys that unlock traditional and non-traditional marketing doors.

To be sure, our still-struggling economy often dictates restrained budgets, both in terms of research and development as well as ultimate channel deployment. Thus, careful channel selection remains paramount. Many marketers are already working within one or more channels. **Self-analysis is critical in tackling and addressing next-step solutions.** In other words, just because all marketing channels can't be tapped to their fullest extent, does not mean that none of them should. Ultimately the bottom line is loyalty and engagement. Delivering that experience well – in whatever formats work best for brand managers, CMOs, media planners and digital signage operators, retailers and advertisers – is the most surefire path toward success. **But regardless of how individual marketing is calibrated and executed, considering digital's hefty dominance in consumer behavior and its linkage back to other media, ignoring its marketing potential would be like building a brick house without mortar as digital has become almost like marketing glue, connecting and binding with all other media and giving them enhanced relevance, durability and strength.**

Digital may be dominant, but as seen through media overlap, traditional mediums aren't in the doldrums either.

The multichannel approach can begin with something as simple as a provocative billboard leading to word-of-mouth chatter. But in today's linked, synced and wired culture, led by digital's so-called "Big Four" leaders – Apple, Google, Amazon and Facebook with market capitalizations ranging from \$75 to \$570 billion – that traditional pitch is often augmented with the best that digital offers via smartphone, digital sign, location-based marketing, kiosk and all the rest.

You see. A collection of zeros and ones on the order of a few billion sequences, combined with a few billion printed words and radio and television transmissions circling the globe at the speed of light adds up to a communications and marketing revolution that reinvents itself almost every day, as processing power increases, digital formats expand and traditional media reach more people in even the most isolated corners of the world. **Once feared as the ultimate cannibalizing medium, digital has instead proven itself as an invaluable media facilitator, helping all channel types merge and converge successfully.**



CONVERGE

DIGITAL HAS BECOME
LIKE MARKETING GLUE,
CONNECTING AND BINDING
ALL OTHER MEDIA AND
GIVING THEM ENHANCED
RELEVANCE,
DURABILITY AND
STRENGTH.



About the Author, Alex Romanov

Alex Romanov is CEO of **iSIGN Media**, a leading provider of interactive SaaS mobile advertising solutions that serves advertisers, manufacturers, retailers and advertising agencies throughout North America. Under his leadership, the Company has grown to become the largest owner/operator of in-store digital media in Canada with over 5,800 screens visible to over 1.5 million shoppers daily. To learn more about the company's solutions or get in touch with Alex, please send an email to: alex@isignmedia.com.

About iSIGN Media

iSIGN Media is a North American leader in SaaS solutions that utilize Bluetooth, Mobile, WiFi and Location-Aware technologies to deliver interactive, rich media, permission-based messages to mobile devices, from digital signs or stand alone locations, to engage consumers more deeply and cost-effectively. The resulting business intelligence and real time metrics, gathered through iSIGN's patent-pending advertising platform, deliver insights into emerging consumer behaviors that help advertisers measure their efforts and make better business decisions to increase ROI and customer loyalty.

iSIGN's solutions respect user privacy via opt-in functionality, and do not collect or require personal information such as mobile phone numbers or customer names. Information is instead associated with a unique technical identifier linked to a particular mobile device, and anonymously analyzed for subsequent business purposes and targeted marketing campaigns. This translates into customer peace of mind, yet gives businesses the power to understand their customers' needs and interests in unprecedented detail.

Delivering targeted, rich marketing campaigns to customers therefore involves less business risk and ongoing investment than ever before, while also yielding dramatically improved positive response levels when compared to traditional marketing platforms such as mass-mailing or telemarketing. Headquartered in Richmond Hill, Ontario, with R&D and customer support operations in Vancouver, BC and Tampa, FL, the Company has grown to become the largest owner/operator of in-store digital media in Canada. iSIGN's solutions are currently installed in over 2,000 locations across North America, and target over 1,000,000 mobile devices daily with advertisements from convenience stores, gas stations and municipal locations in large and small cities. iSIGN Networks Corp. owns and operates Canada's single largest digital signage network with over 5,800 screens visible to over 1.5 million shoppers daily, supported with mobile messaging that adds metrics and proof of redemption for advertisers at very competitive costs. Our partners include: AOpen America Inc. and IBM, with solution distribution by BlueStar Inc.

iSIGN is publicly traded in Toronto (TSX-V: ISD) and on the OTCQX International (OTCQX: ISDSF), the premier tier of the US over-the-counter market. Additional information can be found at www.isignmedia.com

Contact Information

For more information about **iSIGN Media**, please visit www.isignmedia.com, or call **+1.905.780.6200**

For media enquiries, please contact Vanessa Horwell at vanessa@thinkinkpr.com, or call **+1.305.749.5342 x232**

or Danielle Mason at dmason@thinkinkpr.com or call **+1.305.749.5342 x 235**

