



Hello,

Today, millions of sports fans gather around their big screen satellite TVs to watch their favorite teams and comment on the scores of their favorite players. But with [about 84% of smartphone owners and 86% of tablet owners](#) browsing through their mobile device while watching TV at least once, it is no surprise that new mobile technologies have altered the way sports fans will view games - exchanging their real-life stadium experience for the real-time interactivity of web-enabled mobile devices, like smartphones and tablets.

Not to mention, in a fast-moving culture where everyone is multitasking at all times, merging different media and technology to enhance the viewing experience from any location is not just normal - it's expected. For example, [Pepsi did it by launching apps related to TV programs and their advertising](#), and AT&T did it with a mobile app that works simultaneously with their commercial spots to offer real-time bonus show content for AT&T users, and now sports venues are doing it with mobile technology that interacts with fans while they are onsite or nearby a stadium location.

That is why, both private owners and public venues with high traffic locations, such as malls, stadiums, arenas, and even airports, are rethinking their marketing and advertising strategies to reach the "always connected" consumer, increase their visibility and create a deeper level of engagement with nearby customers.

North American Venues Sport New Mobile Style: Mobile Marketing Tech Targets Consumers

Whether through new mobile apps, faster web surfing capabilities or using social media, more and more stadiums and arenas have begun to install wireless networks that interact with visitors. Among the first to start were the [MetLife Stadium in New Jersey](#) and the Mercedes-Benz Superdome in New Orleans turning into free WiFi-enabled locations. Most recently, in partnership with iSIGN, [the BC Sports Hall of Fame](#) in Canada has introduced a new level of interaction between fans and their favorite athletes and teams through mobile technology.

iSIGN in the News



[Upward Mobility](#)



[Mobile Delivering Magic Results for Retailers](#)



[Bringing Shoppers Back From The Brink By Blunting Mobile's Showrooming Effect](#)



[Behind the Curtain: An interview with iSign Media](#)

[SafetyHarborPatch](#)

[iSIGN Media Brings High Tech to Safety Harbour](#)

iSIGN Announcements

iSIGN Media Introduces Metrics Demonstration at Shareholders Annual General Meeting
[Read the release here.](#)

In this latest effort to capture the attention of the millions of mobile fans that attend the physical games, sports venues are meeting and exceeding their visitor expectations and own revenue goals by enhancing the in-stadium experience - harnessing mobile technology to compete with the living room experience. They are offering perks like free WiFi at stadiums, access to referees' calls, replays of what players said on the field, and discounts on tickets sent directly to fans' mobile devices, to name a few.

Bottom line: through mobile marketing local sports venues (like the BC Sports Hall of Fame) will be able to continue showcasing their support and sponsorship for world athletes and Olympians all year long. Sure enough, through mobile technology, these sports arenas and local venues are reaching a new customer base that was previously unavailable, thus interacting with a broader audience ...all while generating sales.

Recent News and Happenings Here at iSIGN

Speaking of sports, as I mentioned above, iSIGN's recent partnership with the BC Sports Hall of Fame will help the center reach thousands of visitors and to attract new ones through real-time, mobile marketing that connects with fans in a more personalized and immediate way. Through digital signage, combined with mobile technology the BC Sports Hall of Fame is able to send multimedia content (like videos, interactive polls and audio) to passersby and visitors' mobile devices - while they are within or in close range to the center. iSIGN also [announced their newest Installation at the Sparks Street Mall in Ottawa, Ontario](#), where it will continue offering its mobile advertising solutions to attract an unprecedented amount of traffic to it for the shopping and dining facilities there, as well as for the various special events that it regularly hosts. In addition, [iSIGN held their second Annual General Meeting \("AGM"\)](#) on Monday, September 24, 2012, and presented shareholders with information on metrics and their importance to the Company. This included an overview of the Company's accomplishments over the past year, its current and future initiatives and the impression metrics being generated by messaging at its current installations.

I would also like to share with you recent news coverage featuring iSIGN: our mobile data collection and shopper privacy solutions were mentioned in [Screenmedia Magazine](#), and MediaVision Magazine covered our new opportunities for DOOH.

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,

**iSIGN Media Announces
their Latest Installation at
the BC Sports Hall of Fame
in Vancouver, British
Columbia**
[Read the release here.](#)

**iSIGN Media Announces
their Newest Installation at
the Sparks Street Mall in
Ottawa, Ontario**
[Read the release here.](#)

**iSIGN Releases Newest
Report**



iSIGN's newest report ["Mobile Convergence & Digital Dominance: How One Advertising Medium is Aiding the Rest"](#) explores through research and facts, campaign examples and expert commentary how brands, advertisers and retailers alike can use channel convergence to better interact with customers - driving a more consumer-centric and real-world, real-time response, including:

- How advertisers and marketers can harness the rapid proliferation and rise

Alex Romanov, CEO
iSIGN Media



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



Alex Romanov and iSIGN Media are profiled in Screenmedia Magazine, where Alex discusses the Company's services and solutions, and looks at how to maximize the benefits of big data through mobile technology and digital signage. [Read it here.](#)

in adoption of digital devices (like smartphones and tablets) and better utilize their ability to link and sync with traditional channels, therefore heightening the consumer experience;

- How thanks in part to mobile devices, print, TV and radio are being revitalized to engage consumers in new ways;

- The ways that interactive and location-aware advertising solutions, digital signs and kiosks can offer real-time metrics and drive ROI, to help advertisers know their customers like never before;

- How, 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.

Download iSIGN's Mobile Convergence & Digital Dominance Whitepaper [here.](#)

Contact iSIGN

For more information about iSIGN Media, please visit www.isignmedia.com or reach us via email at info@isignmedia.com.

iSIGN Media Corp - Toronto
45A West Wilmot
Street, Suite 3
Richmond Hill, Ontario
L4B 2P2



www.isignmedia.com
905.780.6200

[Forward email](#)



Try it FREE today.

This email was sent to vanessa@thinkinkpr.com by alex@isignmedia.com |
Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

ThinkInk | 130 Madeira Avenue | Coral Gables | Miami | FL | 33134