



Hello,

As mobile continues its march toward digital dominance, with strong ties to other mediums like print, television, radio, and even social media - it's clear that mobile is providing "golden" opportunities for brands and advertisers to engage consumers with relevant campaigns that produce results.

Mobile is Changing How We Engage with World Events

Just take a look at this year's 2012 Olympic Games, where athletes are battling to be the best, mobile devices are catching all the action, and marketers are cashing in.

Mobile is changing - and enriching - the way we experience everyday life, even influencing huge world events like the Olympics...which date back to ancient Greece. According to [Mobile Marketer](#), this is the first year NBCUniversal will stream all content from the Games live to the Web, and they have also launched a mobile site and two separate Apps so that fans don't have to miss a minute of the action in London. From sponsorship's and live streaming of the games, to advertising or product placement opportunities, experts agree that mobile will play an increased role in how consumers watch and engage with the Olympics this year.

Viewers can even research their favourite athletes, get up to date scoring information, and view the Games' schedule to be sure they watch their favourite upcoming events. Visa and Samsung have also partnered on a contactless payment pilot program in London, to let consumers buy products and services onsite at the Games through Visa's payWave app. Brands, like Coca-Cola, are also stepping up to the mobile advertising plate, who are rolling out a multichannel mobile campaign that includes SMS, mobile Web and Apps to connect with tech-savvy Olympic-viewing teens. Furthermore, geo-location is being tested and used to target groups of consumers by specific Olympic venues and events. These are just a few examples of how mobile devices will proliferate at the games - not to mention, the use of Smartphones and tablets for snapping pics, sending tweets and posting Olympic-related status updates.

Facebook's Mobile Advertising "Sponsored Stories" Making Promising Returns

On another mobile ad note, the image - and stock price - of social media

iSIGN in the News

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[Bluetooth ad men look for a foothold in North America](#)

DigitalSignageToday.com

[Smarter signs make smarter users: Digital signage trends in 2012 and beyond](#)

>cantech letter

[iSign rolls out with Mac's: stock could quadruple, says Clarus analyst Peasgood](#)

**CEO
CFO**

[Utilizing Bluetooth, Mobile, WiFi and Location-Aware Technologies, iSIGN Media Solutions Inc is Enabling Advertisers to Deliver Rich Media, Permission-Based Messages to Consumers on Their Mobile Phone](#)

iSIGN Announcements

giant Facebook may have taken a hit after the Company's IPO in May, but, to judge from the recent news that its "Sponsored Stories" advertising effort is generating about \$1 million in daily revenue, Facebook's still got some tricks up its sleeve. Even more interesting is that half of that revenue is coming in through mobile devices. This speaks to the fact that, when it comes to reaching consumers with fresh, relevant messaging and offers, a strong mobile presence is the way to go.

Mobile Screens = Fertile Ground For Brands, Advertisers and Retailers

Today's tech-savvy, always-on-the-go consumers are married to their mobile devices, and that constant connection is an enormous potential for brands to deliver engaging, relevant and targeted mobile campaigns based on the profiles and preferences of their consumers. This trend - bolstered by the enduring popularity of social media - is only going to strengthen as more companies produce low-cost smartphones that can bring millions of new consumers from around the world into the market. Keeping the aforementioned examples in mind, it's clear that today's audiences are increasingly engaging with content across platforms, with mobile devices allowing them access to their favorite shows, movies and sporting events no matter where they happen to be. And with all those mobile screens in the palm of consumers' hands, it can only mean one thing: fertile ground for brands, retailers and advertisers who want to reach consumers with content that matters to them, enhance brand-customer interactions and drive loyalty in the process.

Recent News and Happenings Here at iSIGN

This month I'm pleased to share with you some recent happenings at iSIGN. Early in July we [announced](#) a successful completion of trials of our Interactive Marketing Solution (IMS) 3.1 and Bluetooth antennas at select Mac's stores across Canada, and we're very pleased to report that our solution will be broadcasting content very soon to all 565 Ontario Mac's stores. We are also negotiating with a major confectionary company, who are interested in being the first advertiser on the network with broadcasting to mobile phones.

We also [announced](#) that SelectCore has agreed to expand their testing of our Interactive Marketing Solutions with our newly produced Smart Antenna, to up to 100 stores within the Greater Toronto Area and surrounding area, as well as in the United States. We are excited to have also [appointed](#) New York State's Seneca Data Distributors, Inc. as our equipment manufacturer of record - part of our push to expand operations in the US and increase adoption of mobile proximity advertising. With these developments in place, we're looking forward to helping brands and advertisers reach more consumers than ever!

I would also like to share with you recent new coverage featuring iSIGN, including a write-up of our Mac's Stores roll-out features in [Cantech Letter](#), [CEOCFO Magazine](#) and a [Business without Borders](#) feature article entitled **"Bluetooth ad men look for a foothold in North America"**, which discusses our success in penetrating the Asian market and our current efforts to grow

**iSIGN Media Provides
Up-date on SelectCore
Installation of United
States Produced Smart
Antennas**

[Read the release here.](#)

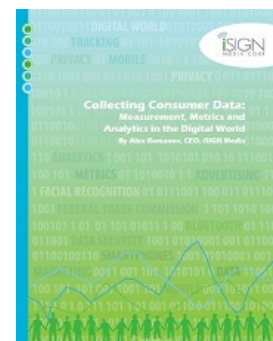
**iSIGN Media Targets the
United States Market and
Manufacturing for
Growth**

[Read the release here.](#)

**iSIGN Media Announces
its Successful
Completion of Trials at
Selected Mac's Stores
and the Rollout to
stores in the Province of
Ontario**

[Read the release here.](#)

**iSIGN Releases
Newest Data &
Metrics Whitepaper**



iSIGN's latest whitepaper, [Consumer Data Collecting: Measurements and Analytics in the Digital World](#), examines tips and principles for brands and advertisers to stay ahead of the curve in this rapidly

our US presence.

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 Solutions in the News

BUSINESS *without* BORDERS™
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Now that iSIGN has a niche established both in North America and abroad, Alex Romanov discusses the Company's future and plans to establish a stronger presence in the US, as mentioned in ***Business Without Borders***. [Read it here.](#)



Alex Romanov comments on future industry trends as digital signage comes into its own, as mentioned in ***Digital Signage Today Future Trends Report***. [Find a copy of the report for purchase and download here.](#)

> cantech letter

iSign Media announced it had completed the successful broadcasting trial of its Interactive Marketing Solutions (IMS) 3.1 software and Bluetooth antennas within Mac's Convenience Stores across Ontario, Canada, as mentioned in ***Cantech Letter***. [Read it here.](#)

evolving digital world. Download it today for insight on how consumer data & metrics effects your brands visibility, it's ability to reach larger audiences with timely and relevant content and concise measurement of advertise spend.

The whitepaper explores the benefits that new consumer data collection and analysis practices have to offer.

Download iSIGN's Data & Metrics Whitepaper [here.](#)

Contact iSIGN

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CEO CFO

Alex Romanov and iSIGN Media are profiled in **CEOCFO Magazine**, where Alex discusses the Company's beginnings, its newest products and solutions, and how there has been a shift in traditional advertising that position iSIGN's Bluetooth and Wi-Fi advertising solutions as the ideal ways to connect with consumers through their mobile devices.

[Read it here.](#)



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