ISIGN MEDIA CORP BACKOFFICE METRICS
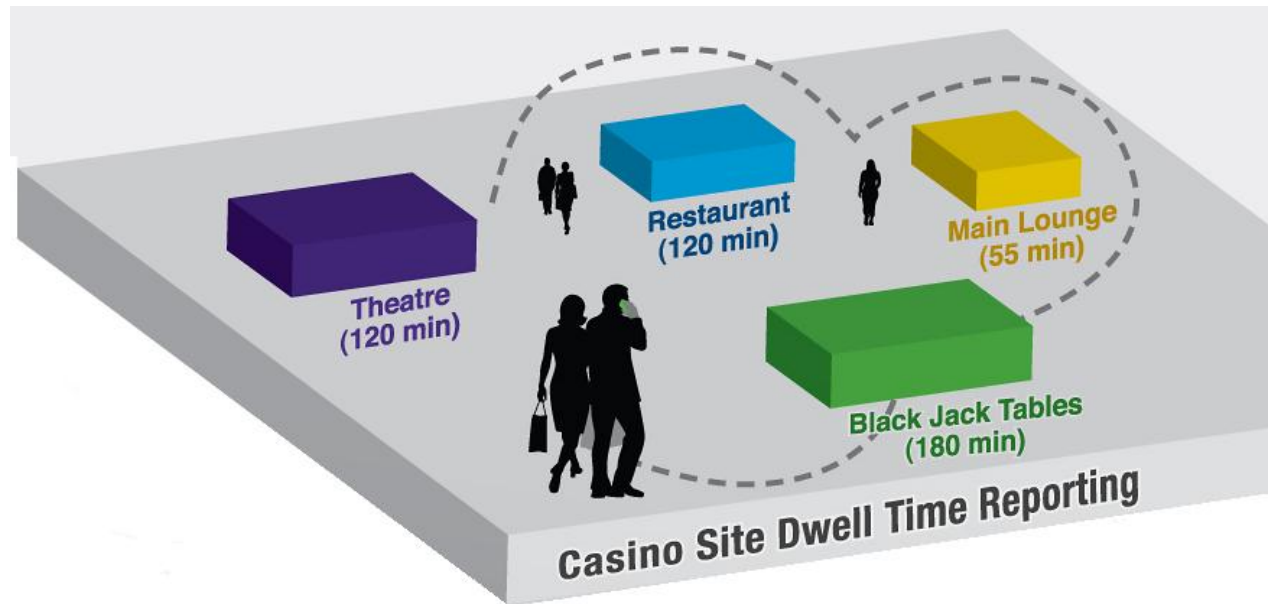# TSX-V: ISD, OTCQX: ISDSF

August, 2012

What is the iSIGN Back Office?

o Our Smart Antenna collects raw data from mobile devices

o Our Back End works as a consolidator to put the real-time metrics collected into statistics and graphs, measurable by select dates or locations

o Our device also has the capability of working in conjunction with polls and loyalty programs

- **Measure!**
- Measure phone discoveries (including make and model) to obtain crude demographics or track users within a retail environment.
- iSIGN 300' (150m) mid-range transceivers support full dwell time data gathering.

What does the Back Office do?

- **Measure!**
- Make advertising campaigns accountable in real time.
- Report and compare ad or campaign data in real time from **each unit, each site, or system wide**.
- Replace less effective ads and campaigns and maximize location awareness
- Extract raw data for custom reporting as required.

How Does the Back Office Work?

- Records discoveries and transfer attempts. SA devices periodically send these records to the SA Back Office where reports on them can be viewed.
- Devices are configured through the SA Back Office (server).
- Device statistics are reported from the SA Back Office (server).

Customer Setup

- iSIGN will setup customers within the IMS Back Office and provide login details to customers.
- Device Bluetooth addresses must be entered within the IMS Back Office by iSIGN for subsequent customer configuration and report viewing.
- Device configuration typically takes customers about 10 min.
- iSIGN can monitor and control devices within the IMS Back Office.

- IMS Customers will review offer and campaign performance. Periodically – offers will be exchanged (i.e. when they become stale or when a promotion ends).
- IMS Customers will monitor device status and control devices as required (see below).
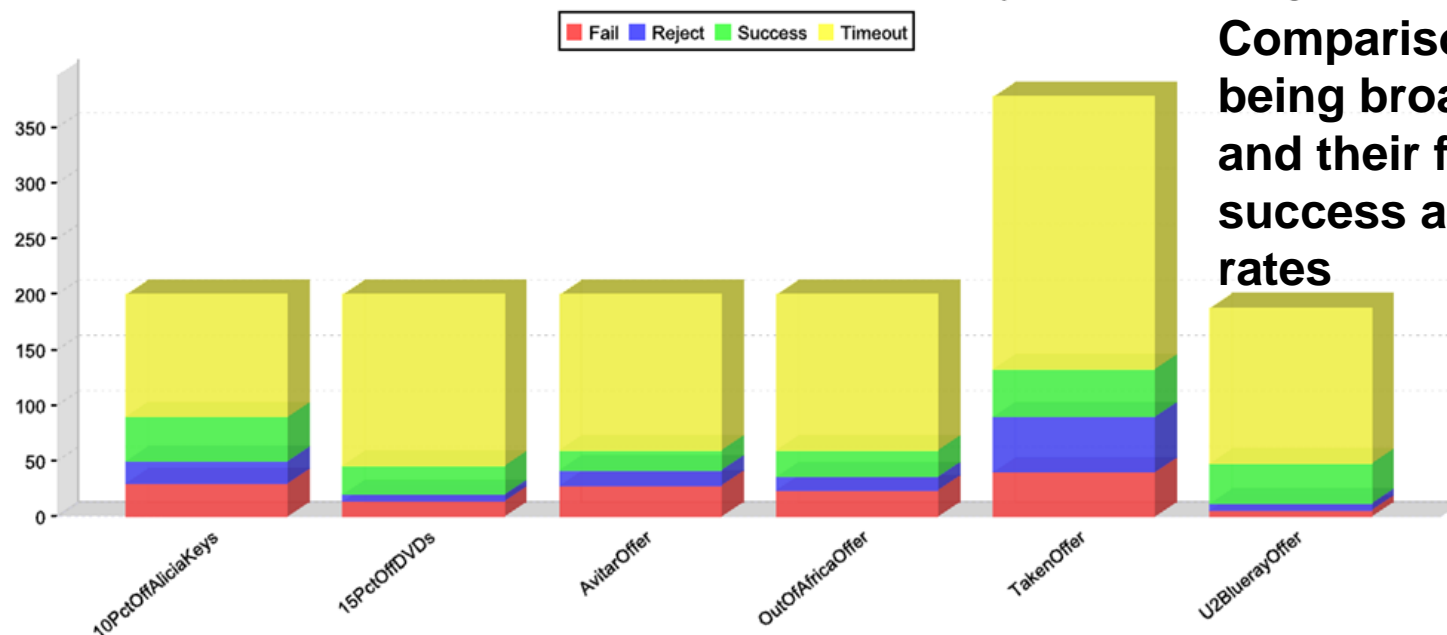
| Devices | Campaigns | Administration | Reports | | | | User: jblow | Logout |

Device List

Site ⬍	Name ⬍	Bluetooth ID ⬍	Status ⬍	Status Updated ⬍	Campaign Data Update	Device Data Update ⬍	
Store 221 - Burnaby	221 - Appliance Dept	00134611CBBF	Online	09-Jun-2010 22:14	Update Campaign Data	09-Jun-2010 20:26	
Store 221 - Burnaby	221 - AV Dept	001BDC0FA3BA	Online	09-Jun-2010 22:51	09-Jun-2010 22:50	09-Jun-2010 22:50	
Store 231 - Vancouver	231 - Appliance Dept	001060AB8442	Online	09-Jun-2010 22:46	09-Jun-2010 22:36	09-Jun-2010 22:36	
Store 231 - Vancouver	231 - AV Dept	00179A524F32	Online	09-Jun-2010 22:32	09-Jun-2010 22:23	09-Jun-2010 22:23	

Refresh Modify Selected... Set Bluetooth Online Set Bluetooth Offline
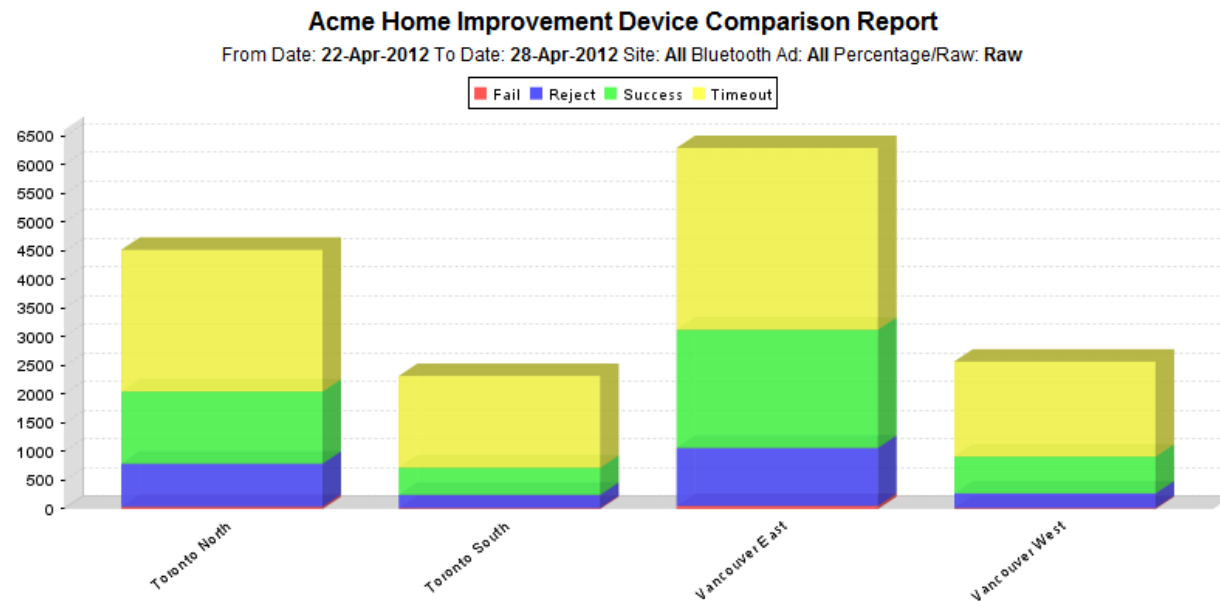
Acme Electronics Bluetooth Ad Comparison Report

From Date: **10-Jun-2010** To Date: **11-Jun-2010** Site: **Store 231 - Vancouver** Device: **231 - AV Dept** Manufacturer: **All** Percentage/Raw: **Raw**

Comparison of 6 ads being broadcasted and their fail, reject, success and time out rates

	10PctOffAliciaKeys		15PctOffDVDs		AvitarOffer		OutOfAfricaOffer		TakenOffer		U2BluerayOffer		Total	
Fail	30	15.0 %	14	7.0 %	28	14.0 %	24	12.0 %	40	10.6 %	6	3.2 %	142	10.4 %
Reject	20	10.0 %	6	3.0 %	14	7.0 %	12	6.0 %	50	13.2 %	6	3.2 %	108	7.9 %
Success	40	20.0 %	26	13.0 %	18	9.0 %	24	12.0 %	43	11.4 %	36	19.1 %	187	13.7 %
Timeout	110	55.0 %	154	77.0 %	140	70.0 %	140	70.0 %	245	64.8 %	140	74.5 %	929	68.0 %
Total	200	100.0 %	200	100.0 %	200	100.0 %	200	100.0 %	378	100.0 %	188	100.0 %	1366	100.0 %

- Information gathered can also be compared against other devices in the area, shown in the below chart

Acme Home Improvement Device Comparison Report

From Date: **22-Apr-2012** To Date: **28-Apr-2012** Site: **All** Bluetooth Ad: **All** Percentage/Raw: **Raw**

	Toronto North		Toronto South		Vancouver East		Vancouver West		Total	
Fail	40	0.9 %	16	0.7 %	56	0.9 %	16	0.6 %	128	0.8 %
Reject	752	16.6 %	232	10.0 %	1008	16.0 %	256	10.0 %	2248	14.3 %
Success	1256	27.8 %	472	20.3 %	2064	32.8 %	640	24.9 %	4432	28.2 %
Timeout	2472	54.7 %	1600	69.0 %	3168	50.3 %	1656	64.5 %	8896	56.6 %
Total	4520	100.0 %	2320	100.0 %	6296	100.0 %	2568	100.0 %	15704	100.0 %

Devices   Campaigns   Administration   Reports   User: jblow   Logout

Campaign Management

Campaign Type: Bluetooth ▼

Campaign Ads | Campaigns | Daily Campaigns | Weekly Campaigns

Name ⬍	Cre
Appliance_Camp	02-Jun-2(
AV_Camp	02-Jun-2(

Campaign Details

Name: * Appliance_Camp

Server Ads

Name
10PctOffAliciaKeys
15PctOffDVDs
AvitarOffer
OutOfAfricaOffer
TakenOffer
U2BluerayOffer

▶▶ Copy all
▶ Copy
◀ Remove
◀◀ Remove All

Campaign Ads

Name
10PctOffMicrowaves
15PctOffSamsungFridges
15PctOffVacuums
CoffeeMachineOffer
PanasonicMicrowaveDeal
WhirlpoolRangeOffer

⤒ First
▲ Up
▼ Down
⤓ Last

Save   Delete   Cancel

Add Campaign

- o **The ability to change campaigns fast and efficiently**

Other Capabilities

- If the Smart Antenna is coupled with a loyalty program the Back Office will gather members information, members point or reward data and polling statistics.

- Loyalty programs could also work in conjunction with kiosks, serving as a portal for members to log in to access their data **IN STORE**

Back Office Highlights

- iSIGN's Back Office is completely versatile and customizable to suit each individual clients needs

- Data and metrics are real-time and reports can be generated within minutes

- Slow campaigns can quickly be archived or changed and replaced with more effective ones to maximize ROI

- Provides clients with a tool that collects, organizes and consolidates data into measurable reports for company analysis