



Hello,

Averaging more than 117 million viewers, the Super Bowl is the most watched sports game of the year and one of the biggest moments in sports history for players, fans, advertisers, and this year - mobile.

Thanks to the power of technology, sports fans have been driven from their seats at home and into the realm of digital interactivity, [with more fans turning into mobile users](#), and connecting with their favorite teams in real-time. Utilizing social media, mobile devices, [gaming](#), and even digital billboards, consumers are gaining the in-stadium experience at their convenience, and from almost anywhere. And with headlines like [NFL cities recently trash talking via digital billboards](#) sparking conversation, advertisers are swiftly finding the games are moving to mobile and digital screens.

Having turned into game-day essentials in 2013, through mobile screens and digital displays advertisers and marketers can embracing the colossal opportunity to engage millions of viewers for one of their favorite parts of the Super Bowl - the ads. In fact, [39 percent of American adults would pick watching ads over the game](#), and [64 percent admitted that half or more of their Super Bowl conversations the next day are about the commercials](#).

With more consumers tuned in to ads and ready to engage with advertisers and brands more than any other time of year, advertisers and marketers are racing to gain an edge on the competition - not only for the 30 second-spot, but also during the game.

Through mobile advertising and proximity marketing that targets consumers in real-time, and sending them interactive content that keeps them engaged, advertisers are increasing fan loyalty and ultimately increasing sales as well. Proof that once advertisers embrace mobile, it's a win-win for all.

Recent News and Happenings Here at iSIGN

Speaking of fan engagement, [iSIGN announced its involvement with the New Orleans Super Bowl XLVII Host Committee](#), and our Smart Antennas provided over 2,500 guests with interactive, mobile content that was

iSIGN in the News

BizReport

[How to Better Use Data in 2013](#)

Mobile Marketer

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCE

[Pew, iSign, Onswipe - News briefs](#)

PuroMarketing

[Cómo usar mejor la información en 2013](#)

mediacaster

broadband & content

[iSIGN Covers Super Bowl with Proximity Ads; Rich Media Message-casts](#)

CONNECTED WORLD

MAGAZINE

[Interactive Technology for Super Bowl](#)

WhatsYourTech.ca

Canada Plugged In

[Canadian Tech Company Plays at the Super Bowl with Mobile Messaging System](#)

sent straight to their wireless devices during the New Orleans Media Party. Mobile content included information about the venue, local restaurants and sponsors, musical talent, history and facts about the Super Bowl, and more.

iSIGN also [announced an update to its purchase order from GraphicMedia](#), with 500 Smart Antennas being installed into National Oil & Gas network of gas stations and convenience store locations supplied by National. In addition, the [installation of iSIGN's Smart Antennas at Mardi Gras World will be handled by Keyser Retail Services](#). GraphicMedia and iSIGN also announced exclusive [negotiations with the states of Colorado and Nevada to install more Smart Antennas](#) that would expand iSIGN's mobile marketing solutions to retailers and businesses in North America.

I would also like to share with you recent news coverage featuring iSIGN: Alex's commentary on how businesses can better use big data in 2013 was featured in [BizReport](#) and [PuroMarketing](#), and our mobile marketing solutions for the Super Bowl were mentioned in [Mobile Marketer](#). Our mobile advertising solutions for the Super Bowl were also included in [MediaCaster Magazine](#), [What's Your Tech](#), and [Connected World Magazine](#).

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



Alex Romanov's commentary on big data is covered, including tips for how retailers and brand marketers can better use data and metrics in 2013. [Read it here.](#)

iSIGN Announcements

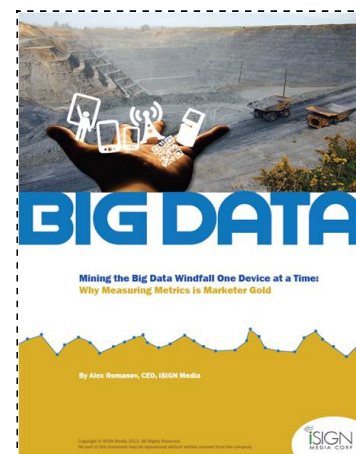
iSIGN Media and GraphicMedia announce that Exclusive Reseller Negotiations are Underway for the States of Colorado and Nevada
[Read the release here.](#)

iSIGN Media Announces an Up-date to its Installations for the Super Bowl and National Oil Locations
[Read the release here.](#)

iSIGN Media Announces an Up-date to its Purchase Order from GraphicMedia
[Read the release here.](#)

iSIGN Media Announces its Involvement with the New Orleans Super Bowl XLVII Host Committee
[Read the release here.](#)

iSIGN Releases Newest Report



iSIGN's newest report, ["Mining the Big Data Windfall One Device at a Time: Why Measuring Metrics is Marketer Gold"](#) helps brands and retailers decode Big Data.

The partnership between the Super Bowl Host Committee and iSIGN is mentioned, announcing the mobile marketing technology and digital signage that will be displayed during the New Orleans Media Party.

[Read it here.](#)

PuroMarketing

A copy of Alex Romanov's commentary on big data is covered here, including tips for how retailers and brand marketers can better use data and metrics in 2013. [Read it here.](#)



iSIGN's coverage of the Super Bowl Media Party with their Smart Antennas and proximity advertising solutions is announced. [Read it here.](#)



iSIGN's interactivity technology for the Super Bowl Media Party and location-based services are mentioned. [Read it here.](#)



The partnership between iSIGN and the Super Bowl Host Committee are featured, including the use of its mobile messaging system during Super Bowl week. [Read it here.](#)

In this report, Alex discusses the potential for brand marketers and retailers, including:

- How to capture data and act upon it in real-time, while also balancing consumers' security;

- Capitalizing on big data in the mobile marketing landscape, and

- How to implement a strategy addressing privacy concerns while connecting with consumers in entirely new ways.

Download iSIGN's Big Data Report [here.](#)

Contact iSIGN

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Graphic Media, Inc. is proud to have been the interactive mobile solution provider for the Super Bowl XLVII Hosting Committee in New Orleans.

Super Bowl... Super Results!

Graphic Media, Inc., the master distributor of the iSign Smart Antenna an interactive mobile advertising solution that serves advertisers, manufacturers, retailers, and advertising agencies throughout North America, is pleased to announce that they have successfully installed a network of antennas at the Host Committee Media Party event for Super Bowl XLVII in New Orleans.

Graphic Media, Inc., with Keyser Industries, Graphic's deployment partner, installed the antenna network at Mardi Gras World, site of the Host Committee Media Party for Super Bowl XLVII.

The network provided guests with interactive content on all the events going on at the party including information about 45 New Orleans area restaurants. The content was delivered to the guests via the antennas through both Bluetooth and WiFi platforms directly to the guests' mobile devices such as smart phones and hand held tablets.



iSIGN Media's patent pending Interactive Marketing Solution (IMS) provides businesses with an effective content delivery vehicle combined with real time data capturing to provide the perfect business intelligence tool. iSIGN's complete IMS offering makes location based interactive proximity advertising to mobile devices measurable, accountable, flexible and affordable.



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