



Hello,

There has been an increasingly strong connection lately between the digital out-of-home, mobile, and the physical worlds...which is highlighted by new location-based digital technology that is enabling advertisers to interact with on-the-go consumers, when they are in close proximity to or within active retail environments. Connecting the digital world with the physical world is a challenge - but it can be done, and thanks to new technology it can now be done in such a way that provides advertisers and marketers with the ability to measure their campaign results in *real-time*.

As consumers today find themselves continually bombarded with mass, unpersonalized messages, daily deals and flash promotions, it's become clear that advertisers must harness new solutions to connect with target audiences in a more *individualized* way - calling them to action when they are primed and ready to purchase.

But, how can advertisers extend their reach *beyond* the point of sale environment, connecting with consumers even while they are on-the-go?

Mobile-izing DOOH Advertising

Through a powerful new advertising technology that provides the ability to target consumers and distribute interactive content even where internet connections may not be available - including to consumers *own* mobile devices.

Smartphones are now reaching a critical mass, with adoption ringing in at **8 million consumers across Canada**. That creates a very wide range of engagement opportunities, all through a device that consumers already own. And these mobile devices follow consumers almost everywhere they go - from home to work and anywhere in between, serving as an on-the-go resource guide, personal assistant and of course, a connectivity tool. In a recent study by Forrester Research, **72% of smartphones owners use their phones while traveling and in transit**. Yet, until now, there have been few ways for advertisers to capitalize on this commuter time in an effective way - due to limitations in internet connectivity.

iSIGN in the News



[Publicidad interactiva: iSIGN Media Corp](#)



[Masterminding Mobile Connections](#)



[iSign Is Coming to Your iWorld](#)



[Proximity-Based Mobile Advertising - Interview with iSign CEO, Alex Romanov](#)

iSIGN Announcements

iSIGN Media and Carroll Advertising Announce the Signing of a Letter of Intent
Read the release [here](#).

iSIGN Media Announces an Initiatives Update
Read the release [here](#).

Now, thanks to the recent partnership between [iSIGN Media and TELUS](#), advertisers can "plug-in" from anywhere and reach their target customers while they're on the go...with relevant and personalized product information, at their fingertips, and when they are craving it most!

Moving Digital Interactions Into the Realm of the Physical

The possibilities of this new era in connectivity are endless - opening up a completely new medium for advertisers to communicate with their desired customers. Moving beyond the limitations of traditional connectivity, taxis, trains and other moving vehicles are now capable of harnessing the power of iSIGN's Smart Antenna to send timely and customer-specific offers - providing additional opportunities to drive sales and engage consumers. Talk about a new way to connect with customers and generate profit!

Combining digital and mobile and bringing those connections into the physical world, iSIGN is taking advertising to the next level - helping brands and retailers interact and engage with today's hyper-connected audiences, in a more relevant and engaging way that meets their needs and desires, while altering the advertising landscape to effectively reach consumers in more ways than ever before.

Expanding upon this theme, I am pleased to share a few recent articles with you, which discuss how our advertising solutions are impacting the DOOH landscape, including an article from *The Huffington Post* entitled "[iSIGN is Coming to Your iWorld](#)" as well as an article from *All Voices*, entitled "[Masterminding Mobile Connections.](#)"

As always, if you have any questions about the content of this newsletter, or would like to discuss our latest initiatives further, 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

iSIGN Media to Exhibit Latest Interactive Mobile and Location-Aware Advertising Technology at ad:tech in San Francisco,

April 3-4, 2012

Read the release [here](#).

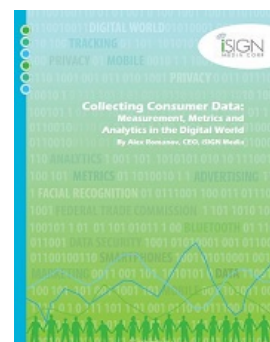
iSIGN Media Announces TSX Venture Exchange Approval of Mac's Warrants

Read the release [here](#).

iSIGN Media Completes Canada Wide Mobile Advertising Network in the Mac's Convenience Inc. and Couche-Tard Inc. Chain

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 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

THE HUFFINGTON POST

The Huffington Post discusses the ways that iSIGN is shaping proximity mobile advertising to change the way brands and retailers understand and connect with their consumers. [Read it here.](#)



Alex Romanov discusses iSIGN's latest mobile marketing technology and how it stands apart from other solutions in **All Voices**. [Read it here.](#)



AVI Latino America discusses iSIGN Media's ability to help advertisers connect with consumers through their *own* mobile devices. [Read it here.](#)



Technorati meets with Alex Romanov at ad:tech in San Francisco to discuss iSIGN Media's solutions and the importance of integrating mobile advertising to enhance existing loyalty programs. [Read it here.](#)

iSIGN Awarded **"Best Retail Deployment - Mobile"** **by Digital Screen Media Association**

This month, iSIGN Media was recognized by the Digital Screen Media Association (DSA) Industry Excellence Awards and was awarded '**Best Retail Deployment - Mobile**'.

The awards honour digital signage, self-service kiosk and mobile

spend.

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

- Why Privacy conscious solutions can provide safe and effective consumer data collection
- How advertisers can use technology to track campaign viewership and measure audience response rates
- New data collection processes that measure consumer wants, needs and habits allowing advertisers to customize content based on these findings.

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

Contact iSIGN

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technology deployments across all vertical market segments and iSIGN is thrilled to be recognized for the Smart Antenna, an innovative new mobile advertising solution that connects with consumers' mobile phones when they in close proximity via. both Bluetooth and Wifi, and which is currently being rolled out and assessed across Canada and the U.S.

The DSA Industry Excellence Awards were announced in conjunction with the Customer Engagement Technology World (CETW) conference. Find out more information [here](#).



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