



Hello,

New advertising technologies are impacting the way advertisers will advertise, and how consumers will be advertised to. Connecting with consumers when they are in close proximity to a store, restaurant, movie theatre or entertainment venue advertisers can engage and "talk" with them utilizing a powerful combination of digital signage and mobile messaging...through consumers' own mobile devices. By combining digital signage with the mobile channel, these advertising messages now have the ability to [reach out and touch consumers.](#)

The New Face of Advertising - At the Point of Sale, Point of Wait or Point of Transit

Entering a new era of mobile connectivity, advertisers in retail locations or in point of wait areas like medical centers, as well as transit settings like airports or train stations, are feeling the pressure to deliver relevant and personalized interactions to engage their target audiences. The recent [Valentine's Day campaign by DOVE](#), which allowed consumers in London's Victoria station to live tweet about their beauty experiences, and the latest virtual interactive retail location developed by [Glamour in New York](#), demonstrates that advertisers across the globe are embracing new digital signage advertising technologies. And as more advertising dollars are put into DOOH and digital signage solutions, it is vital that businesses use this technology in a way that connects the dots. In the past, digital signage solutions have yielded very few measurable results - but today it's all about understanding consumers' purchasing patterns and habits, with the ability to tell which campaigns yielded the best results...in real-time.

The Path to Painting a Clearer Picture of Consumers

Better data and metrics analysis is more important than ever in order to create a successful business strategy. In response to this need, iSIGN recently released a new whitepaper called "Consumer Data Collecting: Measurements and Analytics in the Digital World." Providing a resource for businesses looking to paint a clearer picture of who their consumer is and helping them gain greater insight into the tools needed to measure the response rates of their digital signage campaigns, pinpoint exactly what products their consumers were buying, and even predict future purchasing patterns. With insightful and privacy conscious data collection,

iSIGN in the News

THE GLOBE AND MAIL *

[Advertising That Reaches Out and Touches](#)

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[iSIGN Proximity Advertising Heads to Mac's](#)

>cantech letter

[iSIGN Rolls Out Massive Signage Network with Mac's](#)



[Adapt Media Expands Inventory With Representation Deal](#)

iSIGN Announcements

Adcentricity Strengthens Strategic Relationship with iSIGN to Offer First-Ever End-to-End Point-of-Sale Value to Advertisers
[Read the release here.](#)

advertisers, retailers and brands can apply these measurements to create engaging and targeted campaigns, all by tapping into consumers' wants, needs and habits.

Ready, Set, Broadcast - The World's First National Digital Signage Advertising Network Goes "Live!"

iSIGN's mobile messaging solution will be broadcasting "live" beginning March 15, 2012 within Mac's Convenience Inc. across Canada. Spanning 1,400 locations across the country, this venture solidifies the largest national interactive digital signage advertising network in the world! Using our Smart Antenna technology, Mac's will transmit data, coupons and offers directly to consumers' mobile devices, reaching approximately 1.5million consumers per day. To celebrate this achievement, we recently hosted the iSIGN "Goes for Gold" event on February 23rd, at Earl's Kitchen and Bar in Downtown Toronto. Our Guest of Honour, and iSIGN-sponsored Canada's Olympic Gold Medalist and Skicross Champion Ashleigh McIvor, was on hand at the event to "press play" on our solution's broadcast date as the ambassador for iSIGN's mobile messaging solution within the Mac's chain. Connecting with mobile devices and delivering promotional message to shoppers, all while recording consumer responses, we will deliver Business Intelligence on shopper preferences and redemption metrics for advertised brands and services, bringing a new dimension to the DOOH industry.

New Telecommunications Partnership Adds Unprecedented Connectivity

We are also very pleased to announce that we have teamed up with TELUS as our telecommunications provider, which will enable iSIGN's Smart Antenna to include cellular connectivity for remote updates of Bluetooth and Wi-Fi content. This partnership will enable greater flexibility of our technology, including for use in the transportation industry as well as other portable applications and locations where internet connections would not otherwise be available - adding unprecedented connectivity and helping advertisers and retailers interact with consumers in new ways that they might have never thought possible.

Building upon this news, I am also pleased to share some recent articles, including a video interview with "Tech Talk" host and social media guru **Amber Mac**, live from DX3 Canada last month, iSIGN featured in **The Globe and Mail** in [Advertising That Reaches Out and Touches](#), [Adapt Media Expands Inventory with Representation Deal](#) in **Marketing Magazine**, and [iSIGN Rolls Out Massive Signage Network With Mac's](#) reported in **CanTech Letter**.

As always, if you have any questions about the contents of this month's newsletter or would like to discuss our latest solutions in the mobile advertising sector, please feel free to contact me at alex@isignmedia.com.

Regards,

iSIGN Media Teams Up with TELUS to Add Cellular Connectivity

Read the release [here](#).

iSIGN Media Releases New Data & Metrics Whitepaper

Read the release [here](#).

iSIGN Media Moves Up U.S. Exchange Listing Start Date

Read the release [here](#).

iSIGN Media to Introduce Gold Medalist Ashleigh McIvor at Event Announcing Start of Mobile Network Broadcasting at Mac's

Read the release [here](#).

iSIGN Media Updates Plans For U.S. Exchange Listing

Read the release [here](#).

iSIGN Media Continues Installation of Antennas in Mac's Convenience Stores, Gains Widespread Market Buzz

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

Alex Romanov, CEO
iSIGN Media



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

THE GLOBE AND MAIL 

The Globe and Mail discusses the advertising potential of consumers using their smartphones as portable billboard-like advertisements with iSIGN's newest partnership with TELUS. [Read it here.](#)

strategy[™]
bold vision **brand** new ideas

iSIGN announces the launch of its proximity based advertising solution in Mac's Convenience Store Chains in *Strategy online*. [Read it here.](#)

> cantech letter

iSIGN finalizes a 5-year deal with Mac's Convenience Store Inc. to broadcast as the world's largest fully interactive digital signage network, is featured in *Cantech Letter*. [Read it here.](#)

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 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 advertsiers 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

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

iSIGN Media Corp - Toronto
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iSIGN partners with Toronto based Adapt media to become exclusive sales representatives of the iSIGN convenience store mobile interactive digital solutions. This collaboration provides a strong network for proximity advertising solutions creating a larger audience reach, as featured in *Marketing Magazine*. [Read it here.](#)

iSIGN Media "Goes for Gold" Event

Held on February 23rd, 2012 at Earls Kitchen and Bar in downtown Toronto



We truly appreciate the continued support from all of those who helped us reach a very significant milestone for our company and our industry. This month we celebrated the official broadcast date of iSIGN's solution within Mac's Convenience Inc., formulating the world's largest national mobile interactive advertising network, which will "go live" on March 15, 2012.

Guest of honour at the event and iSIGN sponsored Ashleigh McIvor, Canadian Olympic Gold Medalist and Skicross World Champion, was on hand to "press play" on iSIGN's solution within the Mac's Convenience Store network. Representing a new dimension in competitive skiing and attracting young audiences everywhere, we are thrilled that Ashleigh will represent our mobile messaging solution within the Mac's chain.



Bob Steikman and Alex Romanov from SIGN Media and Michel Frank, an iSIGN Consulnant, with Canadian Olympic Gold Medalist, Ashleigh Mclvor



Ashleigh Mclvor and Alex Romanov, CEO, iSIGN Media



Chris Snoyer, TELUS and Ashleigh Mclvor



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