



Hello Katherine,

Today's society is the definition of the digital age. With people constantly on their mobile phones, tablets and computers, it's getting harder for small businesses to keep up with the technological expansion and the cost associated with it. While wanting to spend money on new technological devices and marketing promotions might seem like a good idea, the real success lies in using what you already might have, which in this case is big data. According to McKinsey & Company, companies leading in utilization of big data use grew anywhere from 2 to 20 times faster than competitors not making intelligent use of big data. When you consider how much time people spend online, it makes sense why using data from social media, websites and google would be the best way to target the audience from a business perspective.

According to Domo's infographic, every minute:

- YouTube users upload 48 hours of new video
- Instagram users share 3,600 new photos
- Brands and organizations on Facebook receive 34,722 "likes"
- Over 100,000 tweets are sent

That's a lot of data to be collected and that's only a small percentage of everything that is being gathered. When you apply these statistics to how companies use big data to better their business, it becomes easy to see why there should be more emphasis and value placed on data. Businesses are capturing real live data which allows them to better manage their business and alter it to better suit the customer. This helps them to analyze their sales and sell smarter, by constantly changing the message. This article by Digital Signage Today shows just how restaurants and financial institutions are linking real-time data to digital signage to market more efficiently. Big data provides businesses with insight into consumer behaviour, improving sales and service. The article on big data tips for small businesses focuses on why small businesses should not be afraid to use data and how to utilize what they might be already collecting. I believe that big data, especially clean data brings a value to a business, especially if it is collected and analyzed properly and used to effectively improve sales. This is the time that companies should reevaluate the money they spend on marketing and advertising, and see how they can better utilize big data to improve their business.

iSIGN in the News

AGBeat

[4 Reasons Proximity Marketing Beats Consumer-facing Apps](#)

DataInformed
Making big data and analytics work for you

[Clean Data is the Next Big Thing](#)

CSP
DAILY NEWS

[East End Marketing Piloting iSIGN Mobile Ads](#)



[Retailers get personal with smartphone marketing- maybe too personal](#)

Convenience Store News

[Rally Stores Trial iSIGN's Smart Antennas](#)

Recent News and Happenings here at iSIGN

iSIGN is also happy to announce its new resellers Magnetic 3D, Dynamic Digital Strategic Solutions and JEA technologies. iSIGN's technology will compliment [Magnetic 3D's](#) industry leading line of glasses-free 3D products and services. DDSS, a leading provider of interactive mobile advertising solutions will be [offering its line of products](#) enhanced with iSIGN mobile technology. Australian-based [JEA Technologies](#) works with customers to provide electronic and display products from around the world in the following markets: Gaming and Wagering, Kiosk, Vending, Transit, Retail, Hospitality and Military.

iSIGN Media has also started trial programs with East End Marketing in Long Island and Risser Oil Outlets, in four Rally gas stations in Florida. We hope that these trial prove to be a success and provide greater insights into consumer behaviour, that can be used to better the customer shopping experience.

Lastly, we are very pleased at the receipt of the Smart Player prototypes, which will allow for field tests and insertion of custom software. You can find more information about the Smart Player [here](#).

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](#).

Kind Regards,

Alex Romanov, CEO
iSIGN Media



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



The article focuses on why proximity marketing is a better solution for



[The Data-Protection Paradox](#)

iSIGN Announcements

[iSIGN Media Announces Dynamic Digital Strategic Solutions as a Reseller of Its Smart Antennas and Smart Players](#)

[iSIGN Media Names Magnetic 3D as a Reseller of Its Smart Antennas and Smart Players](#)

[iSIGN Media Announces That Couche-Tard has Exercised Its Option to Convert Royalty Payments for Shares](#)

[iSIGN Media Announces a Trial of Its Smart Antennas in Risser Oil Outlets in Florida](#)

[iSIGN Media Provides Clarification of its Previous Announcement Concerning Couche-Tard's Exercise of its Option to Convert Royalty Payments for Shares](#)

[iSIGN Media and GraphicMedia Announce a Trial Program with East End Marketing in Long Island](#)

[iSIGN Media Announces Australia's JEA Technologies as a Reseller of its Smart Antennas and Smart Players](#)

[iSIGN Media Announces That it has Reached an Agreement on Financing](#)

[iSIGN Media Announces an Agreement in Principal with Numedia](#)

[iSIGN Media Announces Receipt of the Smart Player Prototypes](#)

[iSIGN Announces an Option Grant to Directors](#)

businesses to target customers over apps. Most apps prove to be expensive and seldom used more than once, which should inspire businesses to focus on proximity marketing. Read the full article [here](#).



The article discusses gathering consumer data collected through mobile phones and the price of insights that are gathered through clean data. Read the full article [here](#).

DIRECT MARKETING NEWS

This article focuses on privacy and the need for marketers to understand current regulations. The need for data is also what makes marketing relevant, therefore the field should create guidelines for new practices. Read the full article [here](#).



The article on location-aware technology focuses on iBeacon, Shopkick and iSIGN Media technology and how retailers are using proximity marketing to target shoppers. Read the full article [here](#).

Proximity Marketing Solution Video

iSIGN's proximity marketing solution has to offer. Also includes information on the back office, big data collection, content creator and more.

To view the full video, click [here](#).

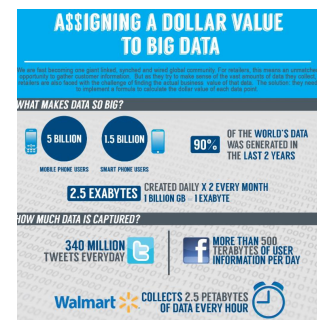
iSIGN Reports



iSIGN's latest report on Mobile Marketing discusses wearable tech and the power of proximity marketing, especially for today's in-store experience.

Read the full report [here](#).

iSIGN Infographic



iSIGN's latest infographic, "Assigning a Dollar Value to Big Data" displays the impact of Big Data on retail and examines how much consumer data brands are gathering and utilizing on a global scale.

It also reveals how retailers can determine Big Data's big dollar value and turn large amounts of data into profitable insights and shopper intelligence.

To view iSIGN's Infographic click [here](#).

Investor Relations

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