



ANNUAL GENERAL MEETING

September, 2012



2011 Year In Review, 1 of 2



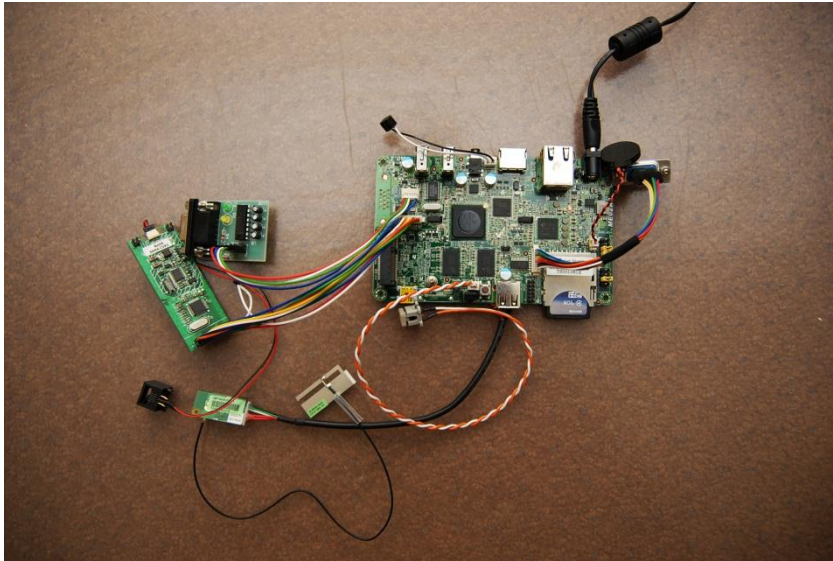
- FEB 2011 – 1st Prize for Best Digital Kiosk at Las Vegas DSE
- APRIL 2011 – Commenced development of Smart Antenna (SA) with WiFi and Bluetooth combo
- JUNE 2011 – Negotiations to acquire Pinpoint began

2011 Year in Review, 2 of 2



- o JULY 2011 – Opened sales office in Tampa, USA
- o AUG 2011 - Approved to buy Pinpoint
 - Testing coupon I O TV couponing
- o SEPT 2011 – Mac's agreed to enter into new contract

The Smart Antenna this time Last Year....



iSIGN Mission and Goal

“To Become the World Standard for Interactive Messaging to Mobile Devices.” – Alex Romanov 2011

“We **ARE** the World Standard for Interactive Messaging to Mobile Devices.”
– Alex Romanov 2012



2012 Accomplishments , 1 of 3

- Jan 2012 – Signed 5 year agreement with Mac's / Couche-Tard
- Feb 2012 – Began SA sales and monetization
- Feb 2012 – Partnered with TELUS
- Mar 2012 – Completion of IMS installation in Mac's / Couche-Tard convenience stores
- April 2012 – Hired Mobile Media Account Manager for Tampa office
- April 2012 – Upgraded digital signage network
- May 2012 – Signed LOI with Snipp Interactive Inc.

2012 Accomplishments, 2 or 3

- May 2012 – Appointed Seneca Data Distributors as manufacturer of record for US Market
- May 2012 – Signed licensing agreement with Carroll Advertising
- May 2012 – Signed licensing agreement with DAT Media
- June 2012 – Trading on OTCQX, Symbol ISDSF
- June 2012 – Signed LOI with GraphicMedia, Inc.
- July 2012 – Moved into larger premises to accommodate company expansion

2012 Accomplishments, 3 of 3

- Aug 2012 – Signed 2nd licensing agreements with GraphicMedia for additional territory
- Aug 2012 – Negotiating 3rd licensing agreement with GraphicMedia for Washington State
- Aug 2012 – Signed LOI with Chinney Alliance
- Aug 2012 – Pilot metric project with National Oil, through GraphicMedia
- Aug 2012 – Installation of Smart Antennas into Safety Harbour, Florida
- Aug 2012 – Installation of Smart Antennas into Spark's Street Mall, Ottawa, Ontario
- Sept 2012 – Installation of Smart Antenna into the BC Sports Hall of Fame, Vancouver, BC

Smart Antenna Functionalities

- 300ft (100m) Bluetooth message broadcasting radius
- 300ft (100m) Wifi accessible content
- Free to the consumer
- Ability to broadcast coupons, information, videos, polls and join loyalty programs
- SA collects metrics, back office organizes them into customizable analytical reports

<http://www.youtube.com/watch?v=mtzN5SuxXCE&list=PLONwMWkjWrFckw&index=7&feature=plcp>

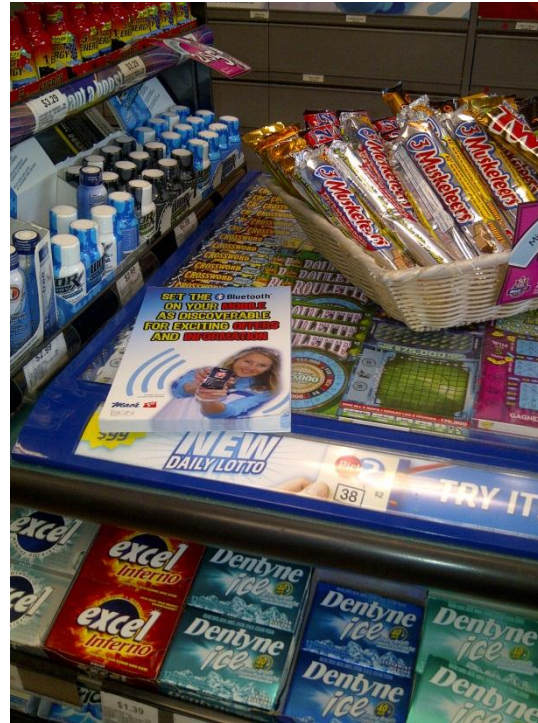


2012 Current Metrics Results

Company Name	Discovery Rate	Impression Rate (%)
BC Sports Hall of Fame	2,312	4.0
Carroll Advertising	6,505	10
DAT Media	45,606	7.7
Graphic Media	58,590	24.6
Mac's, Couche-Tard	**1, 2, 3, 4, 5, 6, 7, 8	
Safety Harbour	40,411	14.3
Sparks Street	19,114	25.0
SelectCore	60,000	42

- **1 Broadcast trials customer acceptance **approved**
- **2 System security trials and certification **approved**
- **3 Introduction of mobile messaging at Mac's **approved**
- **4 Various trials with brand name confectionary and carbonated beverages **approved**
- **5 Broadcast and imaging trials with Intel to prove demographics **approved**
- **6 Proof of audience averaging 950,000 mobile devices per day without public advertising **approved**
- **7 Mac's used as mobile messaging demo model to all potential clients **ongoing**
- **8 Mac's used to test ongoing Store IQ **ongoing**

Mac's Mobile Promotion



Sample Coupons from Mac's Broadcast



Store IQ

REAL TIME MOBILE METRICS

POWERED BY iSIGN

[My Account](#) | [Transactions](#)

[Build a Campaign](#)
[Search By Category](#)
[Generate Reports](#)
[Active Coupons](#)
[Network](#)

View:

**PRODUCT ASSOCIATIONS
REPORT**

View:

**TIME BRACKETS
REPORT**

View:

**DESTINATION BUYS
REPORT**

Intelligent Consumer Analytics Powered by iSIGN. © 2012 All rights reserved. Currently logged in as test. [Sign Out](#)

Store IQ

REAL TIME MOBILE METRICS

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REPORTS BY ASSOCIATIONS

Association Options:

PRODUCT CATEGORY:

STORE NUMBER:

[View](#)

Top 10 Matches For: Coffee

1.	tobacco:	78	30%
2.	lottery:	44	17%
3.	newspaper:	30	11%
4.	candy:	19	7%
5.	confectionery choc:	18	7%
6.	ice cream:	17	6%
7.	milk/dairy:	15	6%
8.	energy drinks:	15	6%
9.	chips:	15	6%
10.	gum:	12	5%

Current and Future Initiatives 2012 - 2014

- **Major North American Gas Bar and Convenience Chain** – final discussion stage, potential up to 18,000 units in NA, commencing with proposed installation of 500 locations in Ontario. Introduced by IBM over 1 year ago.
- **National Oil** – 4,000 locations Marathon and Phillips 66 gas bars introduced by GraphicMedia. Preliminary trials and proposed installation into first 200 locations.
- **Chinney Alliance Engineering** – 39,000 locations potential, LOI outlining licensing agreement forthcoming from Blake Cassels. Our company visited China September 14th to meet with 7-11, Family Mart, Lawsons and Circle K.
- **Texas banking network** – discussion stage, up to 3,000 locations, introduced by GraphicMedia.

Current and Future Initiatives, 2 of 2

- **\$4.3 billion Canadian printing, publishing and marketing firm** – iSIGN solution approved and is being introduced to their client base. Licensing client.
- **Major North American POS Provider** – LOI being completed up to 60,000 POS units averaging 20,000+ locations.
- **20,000+ Signage Solutions Enterprise** – LOI being completed.
- **Deloitte** – Scheduled presentation for introduction to some of their major clients, currently 2 of Canada's largest liquor control boards in negotiation now.

Current Projections for Fiscal 2013 - 2014



Chinney Alliance Meeting - China



Chief Executive Officer Mission

- iSIGN Media has become “the proximity marketing solution” to both existing and potential partners and customers on a global scale. Mobile advertising is a broad statement and always referring to internet connectivity to mobile devices. This is not new, this is not unique technology, this is simply sending email advertising and promotions to mobile devices in mass with no respect for the individual's privacy. This accounts for 98% for all advertising to mobile devices, is not free to the recipient without metrics, without relevance and not a call to action. iSIGN's proximity based mobile advertising is free, is private, is relevant and a call to action which is immediately measurable and produces metrics for analytics to increase an advertiser's or an enterprise's ROI. This year and the next will show great acceptance and growth for our exclusive technology without competitors and a growing list of billion dollar customers. I am confident that our activities and efforts so far will soon be reflected in our stock price.

