



Hello Katherine,

As many of you know, April 30th signaled the fiscal year end for iSIGN Media and we're pleased to say it has been an adventuresome and exciting year. We're happy to have welcomed our new Directors, consisting of Prakash Shukla, Asad Sultan, Dave Rodgerson and Bruce Reilly. This is a group of extraordinary men, who are well connected and advanced in their fields and we look forward to working with them further to gain iSIGN the acknowledgement it deserves.

During the latter half of the fiscal year we have engaged in partnerships with several resellers and distributors who are able to target local markets and customers, in areas such as United States, India, Australia and Southeast Asia to gain further recognition for the iSIGN brand and products. Magnetic 3D, Dynamic Digital Strategic Solutions, POS Canada, Speech and Software Technologies and JEA Technologies we have enjoyed working with you and look forward to rolling out our technology to your prospective clients.

In light of the new financial year, we have set some immediate goals to make sure we continue to reach for new heights and constantly improve our business. Our first goal is to complete the delivery of the world's first exclusive Smart Player to the QSR channel, as well as other sectors. Secondly, we will be completing a unique IP that integrates mobile data with POS equipment worldwide, in order to increase the value of insights from \$0.20 into the dollar range. The third goal we have set is to work with our auditors to include our costs of gathering data on our balance sheet.

As the new financial year is upon us, I would like to discuss some of the trends that are emerging. I'm sure all of you keep hearing about big data everywhere you go, whether it's in the news, on television or even in school. However, while most people are familiar with what it is, most cannot figure out how to use it or how it's relevant. Recently, Jamie Tedford posted an [open letter to IBM](#) on the Media Post Blogs, personally thanking IBM for finally defining why big data matters.

According to his letter, IBM has explained how data powers everything from sales receipts to types of treatment a doctor recommends and suggests that more emphasis has to be put on social marketing, which can be used to find new customers and serve more relevant marketing messages. I'm happy to say that the smart folks at IBM have hit the nail on the head. Data can be used to personalize and make marketing

iSIGN in the News



[Clean Data - The Next-Generation Innovation in Big Data](#)

Digital Signage Connection

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



[Retailers: Don't Put All Your Eggs in the Mobile App Basket](#)

David F. Giannetto

[iSIGN to be a featured case study](#)



[What Is the Future of Proximity Marketing?](#)

more relevant for customers, by understanding their likes, dislikes, preference and shopping habits. It opens up possibilities to improve the shopping experience for the customer by recognizing them and thanking them for their business through offers that are personal and relevant. According to this [Mobile Marketing Daily article](#), mobile advertising has no signs of slowing down. In fact, global mobile traffic has grown 45.5% quarter-over-quarter. Many businesses are taking this as an opportunity to target their customers in a different way that will definitely benefit them in the long run. As one of the biggest companies to use real time data, Walmart has shown [impressive statistics](#) by accessing and tracking their customers in order to offer them better deals and savings, as well as predictive shopping lists. If as a business owner you have not realized the exponential opportunity that big data has presented, it's time you learn more what it can do and how it has influenced social business. I'm confident that the need for big data is going to continue growing rapidly and we expect that iSIGN will be supporting customers and businesses as they try to understand and use big data to improve their business.

Recent News and Happenings here at iSIGN

There have been a lot of questions coming in about the Smart Antennas and Smart Player, so I would like to take this time to answer some of them. We have received the first shipment of the new Smart Antennas and are looking forward to the rest of the shipments. These SAs are currently being shipped to our resellers for trials and tests with their clients, which we are confident will lead to great ventures in revenue.

We are also very pleased at the receipt of the Smart Player prototypes, which will allow for development and testing to prepare the finalized Smart Player for shipment as soon as it's ready. The SP prototypes are currently in the hands of our final software programmers for field testing and with potential clients for feature review. We are challenging the current app craze with our alternative solution, which does not require the costly design of apps and customers to clutter their phones, while, respecting the shopper's privacy. 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](#). We look forward to great news ahead in the new financial year!

Kind Regards,

Alex Romanov, CEO
iSIGN Media

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

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

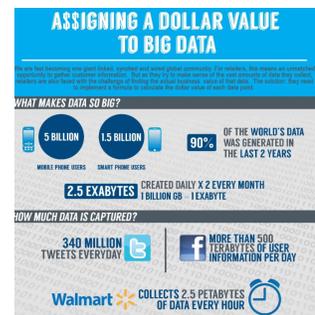
iSIGN Reports



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

For all investor related questions please contact RB Milestone Group:

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



The article focuses on clean data and its growing importance in the world of big data. With different types of data out there, it's important for companies to find the kinds of data that work for them. Read the rest of the article [here](#).

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The article discusses the popularity of apps in the business world, mentioning that companies are shelling out a lot of money to build a custom app because they believe it's the trend. The author cautions businesses against putting all of their eggs in the app basket and encourages them to focus on proximity marketing. Read the full article [here](#).

David F. Giannetto

David F. Giannetto will be featuring iSIGN in a case study on Big Social Mobile. Check out more information [here](#).



The article discusses how new proximity platforms will be tested in 2014, due to its' ability to offer comparable tools for brick-and-mortar retailers, as well as the future of proximity marketing. 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](#).



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