

July 2014



Hello Katherine,

With great power, comes great responsibility. This is what we as mobile marketers must realize when dealing with consumers who are becoming more worried about privacy and consent.

You have probably heard a lot about CASL in the past few months, and received even more emails asking you to opt-in to continue to receive emails. The recent [Canadian Anti-Spam Law](#) that took effect on July 1, 2014 aims to get rid of unsolicited messages, offers, emails and downloads. A user should be able to have control over what kind of information he or she receives and to be able to make the choice between [relevant and irrelevant messaging](#). After all, none of us enjoy being bothered by telemarketers in the middle of dinner or getting random computer programs installed without our consent.

Perhaps this is one step by the Canadian government to protect the privacy and safety of mobile users today. With [app hacking becoming easier](#), the public is getting more concerned with privacy and becoming skeptical about granting access to personal information to apps and websites. As we know big companies like Google and Facebook are always under fire over [privacy issues](#) and gathering too much personal data. Just like Google and Facebook, a lot of apps have access to things like your address book on your phone without you even knowing it. This is why asking for permission and giving the user the option of how much information to disclose become best practices. By not needing the customer's phone number, email or name the customer feels more at ease opting in to offers and coupons. And by giving the consumer the option to opt in and opt out, and honouring their choice gets the company credibility and builds a positive brand image. Just like any other relationship, a relationship between a brand and its consumer is based on respect and listening skills. Not only does it help build a positive image, it helps build loyalty and trust, which turns into loyal customers.

This piece of information might be able to help companies who spend a large amount of money and effort on advertising, and

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[iSIGN Surprises, Reinvents Digital Advertising](#)

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[The Future of Retail Is Mobile](#)

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[CASL consent requirements a complex business](#)

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[iSIGN Media Announces Bridge Financing](#)

broadband & content
mediacaster

[iSIGN Media Signs System Integrator Agreement with Numedia](#)

should in fact be focusing on how to build accord with its customers through respect and by building connections. In fact, taking the time to provide the consumer with options to opt in and opt out, might in fact help the company in improving the ROI and help to build happier clients who keep coming back.

Recent News and Happenings here at iSIGN

July was a busy month at iSIGN and we finalized agreements with some great companies, that will bring their knowledge and expertise in helping promote and sell our products. We would like to proudly announce the appointment of JEA Technologies as our exclusive distributor for Australia. JEA has proven to be a highly skilled company with expertise in providing technology solutions. Find out more information [here](#).

Along with JEA, we are pleased to welcome Numedia as our System Integrator. Numedia provides 'Intelligent Media Solutions' to its clients by enabling In-Venue Experiences, Communication, Engagement and Activation. We look forward to working with them and seeing where this agreement leads. Find out more information [here](#).

We have also gained a new reseller, that we have been looking forward to working with. Keyser Industries has a long and successful history with many large companies in the QSR and retail channels, having completed over 200,000 installations since 2000. Find out more information [here](#).

Thanks for your continued support and business.

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



[iSIGN Media Announces the Signing of a System Integrator Agreement with Numedia](#)

iSIGN Announcements

[iSIGN Media Announces Australia's JEA Technologies as Distributor for its Hardware and Technology](#)

[iSIGN Media Announces United States Patent Number 8781887 Issued for its Out-of-Home Proximity Marketing Technology Method, and Other Corporate Updates](#)

[iSIGN Media Announces the Signing of a System Integrator Agreement with Numedia](#)

[iSIGN Media Announces Bridge Financing](#)

[iSIGN Media and its Distributor GraphicMedia Announces the Signing of a Reseller Partner Agreement with Keyser Industries](#)

[iSIGN Announces Closing of Bridge Financing](#)

[iSIGN Media Provides an Update on its Agreement in Principle to Acquire POS Canada](#)

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.

Advertising Solutions in the News

Commercial INTEGRATOR

Chelsea Cafiero met iSIGN at Infocomm 2014. In her article she provides an in-depth explanation of the Smart Player and Smart Antenna, and how the Smart devices stood out among the many products at the show. The article describes how the products use proximity marketing to send relevant offers, without the need for an app and the ability to connect to dual signage to promote the offers. read more [here](#).



The byline discusses the basic marketing principles that retailers are forgetting when using QR codes and apps. The article warns retailers of the security issues of apps and using QR codes and how the public is becoming more careful and concerned with privacy. It also gives advice to retailers to align mobile outreach strategies with marketing strategies. Read more [here](#).



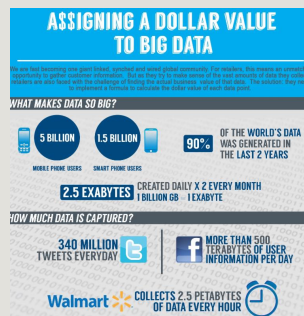
Nelson Bennett's article on Canada's Anti-Spam Legislation (CASL) focuses on the new legislation, restrictions and how it will affect businesses and software companies. The article mentions iSIGN Media and how it's handling the new legislation, while using proximity marketing and asking for consent from users in order to prevent spamming. Read the full feature [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.

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](#).

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