



Hello,

As we ring in the New Year I want to take this opportunity to thank each and every one of you - our clients, shareholders, partners and company staff - for your contribution to iSIGN's success this past year. I look forward to working together to achieve even more success for the Company in 2014.

Last year we saw more brands enhancing their customer experience by adopting mobile marketing technologies, including [Apple's debut of its iBeacon technology](#), which sends in-store shoppers mobile messages to their iDevices - reaching out to them with information and offers. However, iBeacon can only connect with Apple customers as they look around Apple stores.

In response to consumers' growing mobile habits, more brands are leveraging mobile advertising technology that communicates with all smartphone devices *outside* of their stores and in close proximity to entice customers to come into the store. Through our Smart Antennas, we have been helping brands to achieve this by shifting their focus beyond just the confines of a retail location, and instead, are helping them drive foot traffic of passersby *into* stores.

And with over 5 billion mobile users across the world, and with [77 percent of consumers](#) being comfortable with sharing location data in exchange for something more valuable like a mobile coupon, brands have the potential of converting more passersby into purchasers by integrating real-time mobile messaging with deals into their marketing campaigns.

Now as we look at the year ahead, the goal for brands is knowing what customers want *before* they enter a brick-and-mortar store, while sending digital coupons, discounts and other incentives in a privacy respecting manner.

Going forward, an improved in-store experience rests not only with brands installing such mobile marketing technologies, but also on accumulating customer data and integrating that information into a single data processing platform. Doing so will create a more

iSIGN in the News



[iSign Releases New Foodservice Advertising Solution](#)

[internet evolution Bluetooth Shines Beacon of Hope for Retailers](#)



[Mobile-to-Mobile Advertising Depends on Direct Hits](#)



[Executive Viewpoint 2014 Prediction: iSIGN Media - Insights Will Replace Impressions as the Currency of Advertising](#)

iSIGN Announcements

[iSIGN Announces the Manufacturing of 1,500 Smart Antennas](#)
[Read it here](#)

[iSIGN Announces a New Board of Directors](#)
[Read it here](#)

[iSIGN Announces Payment for its First Data Sale and](#)

streamlined customer view so that brands can begin discovering new ways to drive sales.

Recent News and Happenings Here at iSIGN

The foodservice industry is increasingly adopting mobile marketing technology, and here at iSIGN we have been expanding our mobile marketing solution to serve the QSR Channel with the [development of the Smart Player Kit](#), the [installment of our Smart Antenna at Stir Crazy Asian Grill](#) restaurant locations and the [manufacturing of 1,500 Smart Antennas](#).

iSIGN also announced that we [received a Partner Network Agreement \("Agreement"\) from Speech and Software Technologies \(1\) Pvt. Ltd. \("S and S"\)](#) to leverage their previous data purchase of 2.5 million data insights and include all of iSIGN's products and services. Under the terms of this [7 year Partner Network agreement](#), S and S would become the Company's exclusive Distributor and Reseller in India, Sri Lanka, Bangladesh, Pakistan, Myanmar and other Southeast Asian developing countries.

In addition, we are proud to announce that we have appointed [a new Board of Directors as of December 16, 2013](#). The new Board consists of Prakash Shukla, Dave Rodgeron, Asad Sultan, Bruce Reilly and myself, Alex Romanov.

- Prakash Shukla, a partner in Hand on Ventures LLC, has over 25 years of experience in general management and has a strong background in building and managing multi-faceted businesses.
- Dave Rodgeron, a former senior executive at IBM, is a retail industry expert with more than 25 years experience working with leading Canadian Retailers in sales, marketing, operations and strategic planning roles.
- Asad Sultan, Managing Partner of Tantrik Group, is a veteran investment banker who started his career with Citibank in New York, Tokyo and London and Daiwa Bank and ITG Securities in Hong Kong, where he served as Chief Executive Officer.
- Bruce Reilly is a Chartered Accountant, who for over the past twenty years has successfully developed and managed a chartered accounting firm operating in the Greater Toronto Area. In addition, Bruce is the Chief Financial Officer and Director of Platinex Inc.

iSIGN in the News

In addition, we would like to share with you the recent news coverage featuring iSIGN: Our Smart Player Kit solution was featured in [Chain Store Age](#), and we shared our insights in [Internet Evolution](#) on how retailers are using mobile marketing technologies to attract

Finalized 7 Year Partner Network Agreement for Southeast Asia

[Read it here](#)

iSIGN Announces Delivery of Its Smart Player Development Kit to the QSR Channel

[Read it here](#)

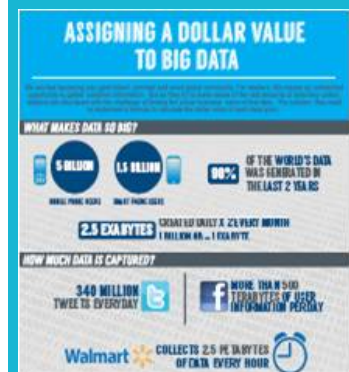
iSIGN Announces Receipt of an Executed and Signed Offer for a Partner Network Agreement with Speech and Software Technologies, an Indian Company

[Read it here](#)

iSIGN Announces That Stir Crazy Asian Grill Will Be Using the Smart Antenna to Attract Holiday Shoppers This Season

[Read it 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

shoppers. We also shared our predictions for 2014 in [Virtual Strategy Magazine](#), and commented on our POS capabilities and M2M advertising in [New Orleans City Business](#).

iSIGN also released the infographic, "[Assigning a Dollar Value to Big Data](#)," which reveals how retailers can determine the true value of Big Data.

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 at alex@isignmedia.com.

Kind Regards,

Alex Romanov, CEO
iSIGN Media



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



iSIGN's development of the Smart Player Kit, a solution that combines digital signage and mobile messaging, for the foodservice industry is featured. [Read it here.](#)

internet evolution

Alex Romanov shares information about the Smart Antenna and how retailers are using Bluetooth-enabled technologies to connect with customers via mobile marketing and in-proximity of their stores. [Read it here.](#)

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.](#)

Contact iSIGN

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Alex Romanov acknowledged the growing use of M2M advertising by retailers and shared information about iSIGN's POS capabilities.

[Read it here.](#)

VIRTUAL-STRATEGY MAGAZINE

your leading source for virtualization news

We shared our executive insights and predictions for 2014 regarding data collection, consumer privacy and marketing.

[Read it here.](#)

iSIGN Releases New Proximity Marketing Solution Video

This video explores an in depth account of the many benefits that 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](#)

Investor Relations Update

As of August 2013, RB Milestone Group will be handling all **investor-related topics**

For questions, please contact:

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