



**Join us for a live iSIGN Q & A with Alex Romanov!**  
**Covering all investor-related to product-related topics**  
**June 7, 2013 at 3:00 PM EST Time**  
**To join this call, please dial in 1.877.314.1234**  
**Access code: 8365661**

Hello,

How do you encourage today's tech savvy shoppers to enter a store *and actually make a purchase?*

It's the million-dollar question that brand marketers and retailers continually struggle with.

But, what if they had a tool at their fingertips that could turn window shoppers into buyers, encouraging nearby consumers to enter into their store and purchase a product?

New mobile marketing technology may be the tool retailers and marketers have been searching for - it enables them to send shoppers who are close to a retail location a coupon or special offer from a merchant, directly to their mobile device. Compared to traditional advertising such as print, radio or TV (where consumers must remember the ad or offer and then act upon it at a later time), this type of proximity marketing is proving to be more effective, cheaper, responsive, and, for consumers, a lot more convenient.

Mobile coupons are delivered immediately and are relevant to customers' shopping needs. And instead of having to remember snipped paper coupons, customers simply scan or show their phone at the retailer's register to redeem the coupon.

Once shoppers enter the store, retailers can combine the power of proximity marketing technology with digital signs *inside* the retail location. Set to communicate with customers' devices at a much shorter range - and that can even greet customers by name, all based on the information they have given via their mobile device - while displaying personalized, engaging, and interactive ads.

#### News

**retaildigital**  
global portal for retailers

[Digital signage brings shopper desires into sharper focus](#)

**Retail customer experience**  
daily news, trends and intelligence

[Commentary: Evoking the shopper's wants and needs](#)

**MACLEAN'S**  
The Oracle of Loyalty  
(In May 27th Print Edition)

**businessreview**  
australia.com

[What's Next in Shopper Engagement?](#)

#### iSIGN Announcements

**iSIGN Advises Of Pending Restatement To Reflect**

That said, [millions of interactions between retailers and shoppers are created daily via mobile and wireless devices](#), and that means retailers need to analyze the tons of data created. By understanding Big Data and leveraging data to improve marketing outcomes, retailers and marketers can blend the art (creative ads and emotional connections) with the science (data, metrics and analytics) of marketing to bring together a powerful and meaningful marketing campaign.

So, with a huge audience out there just waiting to be reached with the right message at the right time, adopting proximity marketing technology and harnessing Big Data can give retailers the boost of relevance they need to attract mobile-toting shoppers - and keep them coming back.

### **Recent News and Happenings Here at iSIGN**

With the use of Big Data benefiting marketers and retailers, here at iSIGN we have been focusing on expanding our privacy-conscious data collection initiatives and mobile marketing solutions for companies across the globe.

iSIGN is proud to announce that it will be closing its previously announced [\\$9 million targeted private placement](#) by mid June at the latest. iSIGN will be using these funds primarily for the manufacture of our Smart Antennas and Smart Digital Players for existing and expected orders in the United States, Asia and Europe.

I would also like to share with you recent news coverage featuring iSIGN: Our insights from the AdCentricity case study on in-store digital advertising were featured in [Retail Digital](#) and [Retail Customer Experience](#). We also shared our thoughts on SoLoMo - social local mobile marketing - the new age of customer engagement and loyalty that consumers are entering, which was covered in Maclean's print issue dated May 27th. And our thoughts on how proximity marketing can help retailers increase customer engagement was also featured in [Business Review Australia](#).

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](mailto:alex@isignmedia.com).

We will also be holding a live call **Friday, June 7, 2013 at 3:00 pm EST** where we will be addressing all industry questions you may have. To dial in, please call **1.877.314.1234, access code: 8365661**. I look forward to hopefully hearing from you then!

Kind Regards,

### **Previously Announced Warrants**

[Read the release here](#)

### **iSIGN Announces the Close of another Tranche of its Previously Announced Non-Brokered Private Placement**

[Read the release here](#)

### **iSIGN Announces the Close of another Tranche of its Previously Announced Non-Brokered Private Placement**

[Read the release here](#)

### **iSIGN Announces the Close of the First Tranche of its Previously Announced Non-Brokered Private Placement**

[Read the release here](#)

### **iSIGN Announces \$7.5 Million Raise for Business Expansion**

[Read the release here](#)

### **iSIGN Releases Newest Report**



**Monetizing Consumer Interactions in the Data-Driven Age: How Retailers Can Up their Digital Consumer Engagement and Generate Revenues in 2013**

iSIGN's newest report, [\*\*\*"Monetizing Consumer Interactions in the Data-Driven Age: How Retailers Can Up their Digital Consumer Engagement and Generate Revenues in\*\*\*](#)

Alex Romanov, CEO  
iSIGN Media



[2013,"](#) explores how retailers must execute and act on big data, while adapting to channel convergence (like integrating traditional media) and delivering relevant content in real time that "speaks" to consumers and their daily demands.

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

**retaildigital**  
global portal for retailers

Alex Romanov shares his insights and case study results demonstrating the impact of digital signage and mobile marketing in-stores on retail sales, customer engagement and ROI. [Read it here.](#)



Alex Romanov comments on how the retail experience is changing with new digital signage in-stores and mobile marketing that evokes the shopper's wants and needs. [Read it here.](#)

# MACLEAN'S

Alex Romanov shares his perspective on SoLoMo - social local mobile marketing - the new age of customer engagement and loyalty that consumers are entering. (May 27th Print Edition)



Alex Romanov shares his thoughts on how retailers can use proximity marketing technology and digital signage in-stores to attract mobile shoppers. [Read it here.](#)

By engaging consumers in a timely manner, Alex explains how retailers are learning to react to the new fundamental component in retail for **2013: the digital consumer.**

Download iSIGN's Mobile and Digital Trends Report [here.](#)

### Contact iSIGN

For more information about iSIGN Media, please visit [www.isignmedia.com](http://www.isignmedia.com) or reach us via email at [info@isignmedia.com](mailto:info@isignmedia.com).

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