



ISIGN MEDIA SOLUTIONS INC. (TSX-V: ISD)

December 2015

Overview and Mission Statement

Overview:

iSIGN is a public company trading on the Toronto Stock Exchange Venture market ("TSX-V"), under the trading symbol of ISD.

We are a Software as a Service ("SaaS") company whose unique 'push and pull' technology utilizes Bluetooth and Wi-Fi to 'push' messages in any language to mobile devices within a 300 ft radius, received its US patent (#8,781,887 B2) in July 2014.

We live in a world where our mobile devices have become extensions of ourselves. We depend on them for instant connections to entertainment, social media, news and deals. The phone has become our ticket, loyalty card and catchall wallet. Networks are faster; phones are smarter and the mobile shopper is ready to spend money now.

Mission Statement:

To create a National and International Mobile Network allowing for location-based interactive proximity mobile marketing; thus providing brands, stores and third party data aggregators a data mining machine that allows for trends and activity to be viewed and analyzed.

Technology Overview

- Our technology is housed within hardware devices designed and built for the commercial market and fully tested to operate both indoors and outside,
- Our devices are waterproof and fully tested to operated within extreme temperature ranges of -40 to +180 degrees Fahrenheit,
- Our technology does not involve apps and related downloads with the attendant surrender of personal and private information in order for messages to be received, viewed and acted upon,
- As messages are delivered via Bluetooth and Wi-Fi, there is no cost to the recipient to connect to or receive messages from our solution,
- As we require the acceptance of an opt-in message prior to receiving messages, we are not considered to be 'spam',
- The information that we gather is completely anonymous, in that it cannot in any way identify the individual that our technology interacts with,
- Some of the information that we gather includes the make and model of the mobile device; acceptance/rejection of individual messages; date, time and location of each interaction and time spent within range of our system. All of which is information that is of interest to users of our technology, as well as data integrators; and is available in real-time.

iSIGN Smart Solutions

Smart Antenna

- Integrates with existing signage or as a stand alone.
- Measurable, accountable, flexible.
- Compatible with smart mobile devices.
- Supports communication in any language.
- Opt-in features for consumer interaction.
- Anonymous, clean data capture.
- Security tested by the Herjavec Group.
- Waterproof and operates in extreme temperatures (-40 to 185 F).
- Online content creation and activity monitoring.

Smart Player

- Provides same features as the Smart Antenna as well as additional capabilities.
- Android 4.2 Digital Signage Player functionality.
- Support for 2 independent 1080p displays.
- Connects to POS systems for transaction data aggregation and reporting.
- 31 simultaneous connections and better wireless noise immunity.
- On-board Verizon wireless Internet connection or external Ethernet.

BIG Data

- iSIGN currently has the only solution that both messages to mobile devices in proximity and captures data for clients and resale.
- Our Data is considered “Clean Data”, in that it doesn’t gather information that identifies individuals in any way.
- The current value of shopper insight captured by mobile devices is 0.20 cents each.
- Integration of Point-of-Sale data with mobile data will significantly enrich our mobile data and increase its sales value to a range of \$2.00 per insight (as per Baylor University findings).
- iSIGN has recently signed a technological agreement to evolve analytical insights from our Clean Data with a large Indian company.



iSIGN Smart Solutions – Smart Antenna

- Our units have been installed in National Gas stations/convenience stores in the Indiana and Ohio areas for approximately one and a half years. We have been credited for increasing foot traffic into the convenience stores and with increased purchases within the convenience store, as recipients of the broadcasted coupons have to enter the store for redemption purposes. One of the coupons that the stations have been broadcasting is a \$0.10 per gallon discount coupon, which resulted in increased gas sales, as with the coupon, drivers were taking the opportunity of filling up their tank. Stores have reported an increase of 8,000 gallons sold over the same period in the prior year.
- Trial installations have shown sales lifts of 10 to 30%.
- Our latest test has been in the Golden Pantry Food Stores chain in the greater Atlanta, Georgia area that involved advertising with four major brands, Coke-Cola, Swisher Sweets, Mar's and Kellogg's. Initial results show a year over year sales lift of 10 to 26%, including the Golden Pantry proprietary products that were being advertised as well.
- Tests at selected Papa John's International Inc. locations in Indianapolis, Indiana demonstrated strong results, with the result being the test grew to include offers including PepsiCo beverages in conjunction with their food menu items.
- Result of our trials is that we have proven that people react favorably to receiving advertising messages and coupons on their phones. We have further demonstrated that the use of our technology improves sales for advertisers as well as for the stores where they are located.

iSIGN Smart Solutions – Smart Player

- iSIGN's Smart Player has been tested and approved by Keyser Retail Solutions.
- Keyser has completed the Beta testing of Chameleon software, which is our content management software that runs digital signage.
- Smart Player is to be inserted into the drive-thru kiosks that Keyser is building for its major QSR client. Approximately 20,000 kiosks for the US marketplace, each requiring 2 of our Smart Players.
- The project, which is the upgrade of the client's drive-thru kiosks, is presently on-hold, pending the end-client's advising of the start date for the kiosk upgrade.
- The potential end-user for the Smart Player has recently contacted Keyser and are currently in discussions on the drive-thru Kiosk.

Software Development

- We are developing a system called Point-of-Sale Data Acquisition ("PDAQ"). This solution provides stores with the ability to analyze customer transactions and associate those transactions with marketing initiatives. Combined with our Smart Products, the loop can now be closed on consumer messaging and related purchases, with minimal impact on clients' point-of-sale ("POS") systems.
- We are developing a system to integrate messaging/coupons with Google Chrome and Apple Passbook on a non-app, non-download basis. Additional integration with Google Wallet and Apple Pay is expected when messaging/coupons drives purchasing. This particular development would allow seamless interaction with all mobile devices especially Smartphones, including iPhones .

Associated Products

- We have signed a Memorandum of Understanding with POPcodes, a cloud based SaaS company, that enables the secure distribution, data gathering and redemption of promotional, loyalty and purchase related content into existing in-store devices. The purpose of the MOU is to demonstrate the technical framework integrating the design and function of POPcodes' solutions and technology to facilitate the in-store proof of redemption of all promotions delivered by iSIGN's patented mobile messaging technology to consumers on printed receipts and to provide additional proof of redemption to the retailer/brands/advertisers.
- We are working with Cozumo, a SaaS company, who has developed a POS integration system that allows for the gathering of data from clients' POS systems for analysis, review and reporting. Their software allows for the integration of POS data with our mobile data, allowing us to deliver pertinent and valuable information to retail customers, as well as brands/advertisers using our Smart products.

Selected Business Partners:

- IBM
- Baylor University – data review
- Verizon Wireless – provides wireless connectivity if required (US)
- TELUS - provides wireless connectivity if required (Canada)
- Dynamic Digital Sign Solutions – iSIGN reseller in North America
- AllOver Media – advertising reseller for US and Canada
- Rich Multimedia Technologies – iSIGN reseller – airports in North, South and Central America
- Keyser Retail Solution – QSR reseller – US
- JEA Technologies – distributor/reseller – Australia and New Zealand
- Speech and Software Technologies – reseller for India
- Multi Level Technologies, a subsidiary of the Al Sayegh Group – reseller for MENA (Middle East and North Africa)
- SageGuard Technology – reseller for transit authorities, governments, professional sports teams and stadiums in Ohio
- LED Solutions – reseller for the sign and display market, to create the industry's first 'Intelligent Sign'.



Videos and Reports

[Video: iSIGN's Smart Antenna vs. iBeacon limitations](#)

[Video: iSIGN's back office](#)

[Video: Real Estate "Digital Realtor"](#)

[Video: Cost-effective Advertising Platform](#)

[Read: iSIGN vs. iBeacon Comparison](#)

Statistics

- **1 billion plus Smartphones worldwide** by the end of **2015**.*
- **95%** of retailers list consumer engagement as a top priority.*
- **Only 3%** have the technology to identify the customer once they have entered the store – 75% planning to enable this in the next 3 years.*
- **62%** are planning mobile marketing.*
- **61%** are planning for real-time analytics.*
- **65%** are planning real-time retail from POS.*
- **73%** of consumers are happy to have location based (relevant) notifications of deals sent to their mobile devices.*
- **32%** of retailers say the biggest impact on their business will be the **use of in-store mobile technology** engagement and communication.**
- **53%** of retailers say mobile marketing efforts are their **top priority** for 2014 going forward. **
- * source: Business Intelligence ** source: Deloitte Consulting

Recent Developments - Licensing/OEM Agreement

- Five year renewable Licensing/Original Equipment Manufacturer Agreement signed October 26, 2015 with reseller partner Rich Multimedia Technologies for the integration of our Smart Antenna into RMT's Tele-Digital Store Front Kiosk.
- RMT responsible for all costs of integration redesign, purchase of Smart Antenna components and integration into their Kiosks at RMT's factory in China. RMT is also responsible for all costs incurred for any revisions to our back-end reporting system
- Licensing fee is based upon the number of Kiosks built during the term of the Agreement and any renewal period. Initial build size is 5,000 units, with delivery within 90 – 120 days from start of integration (projected start date is start of December 2015).
- Additional 3,600 Kiosks are required by end of calendar 2016 to meet RMT's roll-out plan into major international airports in the US and Canada.
- In addition to a licensing fee on units manufactured, iSIGN will receive a daily data management fee. Combined licensing and data management fees are a maximum of \$3 US per pay, per Kiosk, upon activation. All Kiosks are to be activated.

Recent Developments – Transit Systems

- An Agreement was signed September 1, 2015 with We Build Apps, naming them as our Reseller for transit authorities, government, professional sports teams and stadiums in Ohio.
- This Agreement was re-signed by SageGuard Technologies on September 28, 2015, after SageGuard's acquisition of WBA.
- Initial installation of a Smart Antenna into one of the charter buses owned by Barons Bus Lines was completed October 29, 2015, to gauge audience size and acceptance of messaging.
- This installation will be the world's first use of mobile proximity advertising in a bus transit system of advertising content. Featuring wireless connectivity supplied by iSIGN's business partner Verizon Wireless, messages will be easily delivered to both passengers as well as foot traffic at the buses' designated pick up points.
- Barons services 70 communities in Ohio and 6 nearby states, specializing in college campuses and underserved cities, including the campuses of Ohio State, University of Cincinnati and the city of Oxford, Ohio, home of Miami University.
- We anticipate a successful conclusion to this initial installation by the end of January and further installations into the remainder of Barons buses.

Recent Developments – ATM Network

- Our reseller Dynamic Digital Sign Solutions has 2 large ATM clients who are interested in having our Smart Antennas installed.
- This network would be monetized by advertising revenue generated by the units, with the advertising revenue shared between iSIGN; DDSS, as they are paying for installation; and the ATM company.
- The first client, Payment Alliance International has submitted a list of approximately 3,200 locations for installation.
- This list is being reviewed by our advertising reseller, AllOver Media, and presented to national advertisers.
- The second ATM network, Cardtronics, will be approached once the PAI network is finalized.

Advertising Reseller – AllOver Media

- Agreement signed with America's largest alternative out-of-home reseller in America, AllOver Media.
- AOM will sell the advertising on our National Mobile Network of Smart Antennas, including the ATM network, airport installations, locations in National Oil stations and others as they are added.
- AOM is also promoting our technology and hardware to various convenience stores/gas station chains.

Customer and Channel Strategy

The Products have diverse application across multiple channels.

General Retail

US Markets

Supercenters
Department
Specialty

\$1.2 Trillion in
Revenues
85 Chains
180,000 Stores

Highly
Competitive

Food & Drug

US Markets

Grocery
Drug

\$550 Billion in
Revenues
30 Chains
40,000 Stores

Highly
Competitive

QSR

US Markets

Fast Food
Cinema

Over \$100 Billion
in
Revenues
20 Chains
50,267 Stores

Highly
Competitive

Convenience

US Markets

Convenience
Gas Stations

\$700 Billion in
Revenues
29 Chains
150,000 C-Stores,
126,600 with
linked gas
stations

Fast Growing
Segment

Hospitality

Global Markets

Top 10 International Chain
Over 38,400 Properties

\$1.2 Trillion in Revenues
85 Chains
180,000 Stores

Real Estate

North American Market
Over 1 million Agents

Highly Competitive
Over \$1.0 trillion in Revenue

Revenue Streams - Business Models

Licensing, OEM Agreements

- Integration of iSIGN's patented technology into products of our resellers

Hardware Sales

- One-time only
- Based on the number of units being sold

Data Management Fees

- Monthly fee charged per unit
- Includes standard Analytic Reporting

Data and Analytic Sales

- Charges for non-standard Analytic Reporting
- Data insight sales to data aggregators and other third parties
- Analytics partner combines POS data and Smart Antenna data to derive meaningful insights and predictive analysis

Advertising

- Advertising revenue from networks installed and owned by iSIGN
- Network owner charges by ad minute, rotation, frequency and market

Fees for Additional Services

- Creation of content; additional cloud data storage; customer integration of customer loyalty databases and additional API or software development

Board of Directors

Alex Romanov, *President & Chief Executive Officer*

is an accomplished business executive with a history of identifying opportunities and tuning them into high growth and profitable enterprises. Alex has diverse experience in a variety of industries such as consumer electronics, communications, digital imaging, video gaming and e-commerce. Alex was the CEO and President of Alpine Electronics in Canada for 17 years, building that company to over \$50 million in revenue with over 50% of the Canadian market share by 1995. After Alpine, Alex became founder, CEO and major shareholder of Royal Oak Marketing and was responsible for over 100 employees and \$120 million in revenue. Royal Oak was sold for \$29 million to an American concern. Alex then co-founded Spherex Inc., which developed and marketed an Xbox gaming audio system. Spherex was sold to an American concern in 2005. Alex has been iSIGN's Chief Executive Officer since November 2007 and has successfully restructured the company, positioning it for rapid growth worldwide.

Board of Directors

Prakash Shukla, *Founder & President, Speech and Software Technologies*, has over 25 years of experience in general management and has a strong background in building and managing multi-faceted businesses. Prakash was a Senior VP & Chief Information Officer for the Taj Group of Hotels (TATA Enterprise) for 13 years, where he served as part of the senior management team and was strongly involved with business strategy. In 2013, Prakash became a partner in Hand on Ventures LLC. Prakash has serviced as a Board Member on several companies, including Mango Tree, Travelguru, Transerv and AUM Systems. Prakash has a BS in Electrical Engineering from Rutgers University School of Engineering in 1985; an MS in Computer Science from NYU Polytechnic in 1989 and is a graduate of Harvard Business School's Advanced Management Program in 2004 and is a 2013 Advanced Leadership Fellow of Harvard University.

A decorative header image showing silhouettes of four figures (three people and one robot) walking on a path towards a city skyline in the background.

Board of Directors

Asad Sultan, Managing Partner, Tantrik Group,

is a veteran investment banker who started his career with Citibank in New York, Tokyo and London and with Daiwa Bank and ITG Securities in Hong Kong, where he served as Chief Executive Officer. Asad played a pivotal role in establishing Macquarie Bank's successful Asian investment banking franchise as Head of Regional Equities. Until 2008, Asad was Country head and Managing Director of Cantor Fitzgerald in India. In 2009, Asad co-founded Red Solar, a Malaysian government linked solar PV cell and panel manufacturing company. Currently, Asad is a Managing Partner of Tantrik Group, a media and entertainment firm based in Los Angeles. Asad holds an MBA from Fordham University in New York City and earned his undergraduate in finance from John Carroll University in Cleveland, Ohio.

Board of Directors

Dave Rodgerson, Retail Industry Business Development Leader, Microsoft

Is a retail industry expert with more than 25 years experience working with leading Canadian Retailers in sales, marketing, operations and strategic planning roles. Dave has been a senior executive at IBM, focused on the retail industry, where he has been actively involved with the National Retail Federation, the Retail Council of Canada and the Conseil Quebecois du Commerce de Detail. Dave has been a member of the faculty of Meritus University, where he taught Marketing in their School of Business. Dave is also on the board of the University of Alberta School of Retail and works closely with the Ryerson School of Retail Business. Dave holds an MBA from Queens' University.

Board of Directors

Bruce Reilly, Chief Financial Officer and Director, Platinex Inc.,

a graduate of the University of Toronto with a Bachelor of Commerce degree, is a Chartered Accountant (1985) and an Arthur Anderson & Co. alumnus (1986). For over the past twenty years, Bruce has successfully developed and managed a chartered accounting firm operating in the Greater Toronto Area. During that time, he has acquired a broad range of experience with a primary focus on public companies. In addition, Bruce is the Chief Financial Officer and a Director of Platinex Inc and is the past Chief Financial Officer and past Board Chair of Partner Jet Corp, both of which are listed on the TSX-Venture.

Board of Directors

Edward (Ed) Slood

is a seasoned executive with 25 plus years of business and investment experience in leading-edge technology companies. His business experience includes Board representations on several private US and Canadian companies and CEO of 3 different private companies operating in the resource discover, solar energy and materials processing markets. He is a former partner with CDP Capital Technology Ventures (a subsidiary of *la Caisse de dépôt et placement du Québec*), at one time the largest Venture Capital firm in Canada with \$1.3 Billion under management, where Ed built an \$80 plus million investment portfolio in technology companies. Recently as a founding team member of exactEarth, he led the equity and other financing deals (under \$50 million) to launch the world leading AIS data services business which went from) to \$2 million in EBITDA in less than 5 years. Ed graduated with High Honours in Mechanical Engineering technology from Algonquin College and later received a degree, with distinction, in Mechanical Engineering from Carleton University.