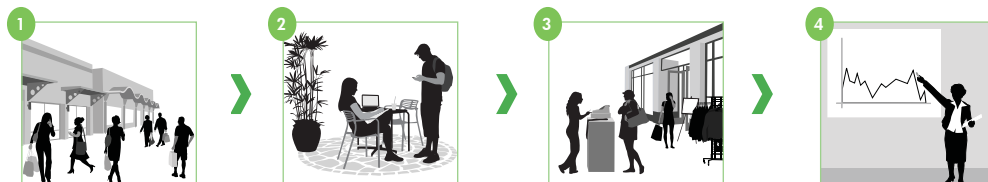




IMS: INTERACTIVE MARKETING SOLUTION TECHNOLOGY, BENEFITS AND FEATURES

iSIGN Media's Interactive Marketing Solution (IMS) unit enables businesses to influence consumer behaviour at the location. Typically consumers are targeted with various marketing campaign and vehicles prior to arriving at the transaction location. The advertising continues within the store with the strongest offers presented at the register. At this point the decision has been made. An offer would need to be so compelling that the consumer would consider restarting the purchasing process, rather than miss out on it. With the IMS unit businesses are able to; "Attract, Transact and Measure". Catch consumers' attention within the proximity of the offer. Influence consumers even when they were not intending to purchase. Capture the results of the interactions and build a solid foundation for business intelligence.

HOW IT WORKS



1. **Attract.** The customer enters the broadcasting range (up to 300 feet) of the IMS unit. The IMS unit asks if he/she wants to opt in and receive a message.
2. **Interact.** The customer agrees and receives the multi-lingual, media rich and secure message in the form of coupons, ads, video or music at no cost to the consumer.
3. **Transact.** The customer is enticed by the call to action and carries out the desired action.
4. **Measure.** Behind the scenes the interaction data is logged and can be analyzed providing "Shopper Insight" in real time.

VISIT US

view informative video that showcase this product and details how our technology works
isignmedia.com

CONTACT US

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MP45-DU : Front



Power Button

MP45-DU : Back



DC Input

DVI Port

Ethernet Port

USB Ports

Audio Port

FEATURES

Large Storage Capacity

has 80GB+ of storage which translates to more than 100 ten-second media rich advertisements or an unlimited number of thumbprint tile advertisements.

Internet Connectivity

communicate with the IMS unit remotely; swap ads or download results by accessing the "firewall friendly" unit using a web interface.

Multiple Technology Types

success with the largest number of phone models; iSIGN utilizes Bluetooth, SMS, MMS and Wi-Fi technologies to interact with mobile handsets.

Compact in Size

small [6.49"(w) x 1.96"(h) x 6.49(d)] to allow it be placed in a number of retail store applications; under the counter, in a column or on a shelf.

Expansive Range

the IMS unit has an adjustable range of up to 300 feet (100m) and can also be layered to cover larger areas.

Data Logging

captures the responses and interaction with each handset, builds profiles and develops statistics in real-time; making it a shopper insight tool.

Offers Portability

the battery operated version of the IMS unit can be used almost everywhere and will broadcast up to 8 hours on a single charge.

Media Type Versatility

send media rich messages in the form of pictures, video and music. Dynamic links within messages support integration of web and email.

Real Time Feedback

is your offer effective? Are you getting the results you are after? Get the answers to your questions now and make adjustments in hours not weeks.

BENEFITS

- **Fast;** Deploy direct response campaigns in hours not weeks and capture responses in real time.
- **Flexible;** Can be scaled and customized to fit your business needs.
- **Effective;** A solution that simply performs. Interactive, engaging and informative content delivered to mobile handsets.
- **Economical;** Costs 100 times less than traditional marketing vehicles.
- **Accountable;** Influence consumer behaviour at the location and enjoy thousands of interactions.
- **Measurable;** Data can be collected, quantified and analyzed providing true business intelligence.
- **Viral;** Content can be passed on to friends ensuring your message will gain additional mindshare.

DEMO & TRIAL

Contact us and we will customize a solution unique to your business needs. Then see the results through a demo or trial