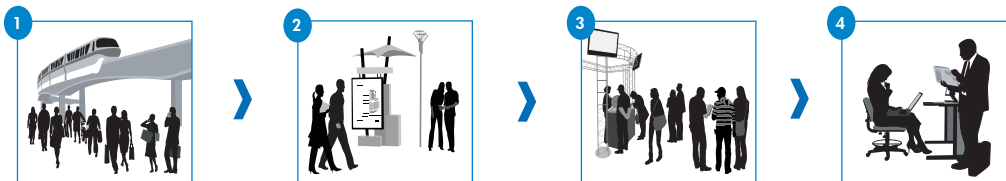




OEM SOFTWARE LICENSING TECHNOLOGY, BENEFITS AND FEATURES

Turn your hardware into a business intelligence tool. Our innovative solution can be placed into a number of devices, to create your own unique product. By licensing iSIGN's interactive software solution, what was once just digital signage or a POS kiosk, is now a platform for real-time consumer interaction and data capture resulting in shopper insight. Our licensed OEM software will give you all of the benefits of the iSIGN Bluetooth solution in a device suitable for your environment.

HOW IT WORKS



1. **Attract.** The customer enters the broadcasting range (up to 300 feet). The software 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.

IMPACT

Digital signage on its own can be a powerful attention grabbing medium. Couple it with iSIGN Media's software and it really goes to work. Now it gains the attention of those who are not directly in front of the screen. Our software embedded in hardware enable businesses to draw in crowds from the street and pull them into the area displaying the promotion.

VISIT US

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

CONTACT US

sales@isignmedia.com

Vancouver Office:
World Trade Centre
404-999 Canada Place
Vancouver, BC V6C 2M7
604.641.1309

Toronto Office:
675 Cochrane Drive
East Tower, suite 630
Markham, ON L3R0B8
905.530.2085

FEATURES

Expansive Range

Our embedded solution has an adjustable range of up to 300 feet (100m) and can be placed into a number of hardware devices to form a large network.

Internet Connectivity

Communicate with iSIGN Media's solution remotely; swap ads or download statistics by accessing the unit using a web interface.

Multiple Technology Types

Using Bluetooth, SMS, MMS and Wi-Fi technologies provides the greatest possible success with the largest number of phone models.

Data Logging

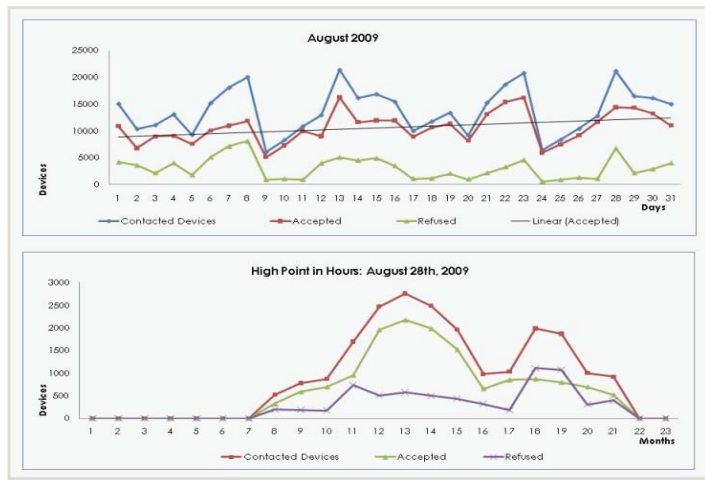
Capture all of the responses with each handset, build profiles and calculate statistics in real-time. Integrate a shopper insight tool into your everyday business transactions.

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 and make adjustments in hours not weeks.



EXAMPLE OF DATA LOGGING - CAPTURE DEVICES & ACCEPTANCE

The screenshot shows a web interface for a content management system. At the top, there are navigation tabs: HOME, UNITS, CAMPAIGNS, STATISTICS, and REPORTS. Below these is a sub-menu with ADD, EDIT, DELETE, LIST, and DASHBOARD. The main content area is a table with the following columns: #, CAMPAIGN NAME, VIEW, TYPE, LAST UPDATED, REGISTRABLE, and NOTES. The table contains 10 rows of campaign data. Below the table, there are instructions: "NOTES: To view campaign message click on the view icon. To get a campaign specific report click on the report icon on the corresponding row." A "NEXT" button is located at the bottom right of the table.

#	CAMPAIGN NAME	VIEW	TYPE	LAST UPDATED	REGISTRABLE	NOTES
1	Samsung Appliances		jpg	24/FEB/10	Y	Home Energy Savings
2	Sony LCD TV Special		wav	28/FEB/10	Y	H Definition Cabling
3	Toshiba Computer Blowout		jpg	05/MAR/10	Y	Refurbished Items
4	Cell Phone Accessories		wav	06/MAR/10	N	All carriers phone models
5	Online Shopping		wav	04/JAN/10	Y	Free Shipping
6	On Site Help Team		wav	04/JAN/10	N	Features + Benefits video
7	\$20.00 off Coupon		jpg	21/MAR/10	N	To be used Holiday week end only
8	\$30.00 off Coupon		jpg	04/JAN/10	Y	Only available on computer purchases
9	\$75.00 off Coupon		jpg	04/JAN/10	Y	Only available on car electronics installation
10	Financing		jpg	04/JAN/10	N	Christmas Promotion

EXAMPLE OF CONTENT MANAGEMENT SYSTEM WITH INTERNET CONNECTIVITY

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.

INTERESTED?

Contact us to discuss how combining our solution with your hardware can increase your bottom line. See the results through a demo or trial of our IMS unit.