



# Interactive Marketing Solutions

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iSign Media Corp

[www.isignmedia.com](http://www.isignmedia.com) — Toronto · Vancouver · Singapore

## **iSign's patent pending status expands to China !**

Markham, ON (WEB) June 26, 2009 – First there was Canada, then the United States. Then, Singapore, and Malaysia followed quickly. iSign's Bluetooth® proximity messaging solution patent pending status has been published recently in China.

To date, iSign's Canadian, American, Singaporean and Malaysian patents remain unchallenged since their publications in 2008. iSign is in the process of completing more patents worldwide, including Hong Kong and Japan.

Says Alex Romanov, President & CEO, iSign Media Corp "China, as well as the rest of Asia, is an extremely important market when it comes to technology. They are the early adopters for any new technology, well before the rest of the world. This published status keeps us confidently at the forefront of this ever growing and expanding mobile advertising/messaging industry."

iSign's IMS (Interactive Marketing Solution) units distribute rich media (video and sound) messaging via Bluetooth®, bypassing the cellular carriers, resulting in an interactive experience for the end user because it's permission based, and best of all, it's FREE.

The IMS 2.0 is the next generation in Bluetooth® proximity marketing. It features a dual Windows/Linux operating system, is multi-lingual, has enriched content delivery capabilities, enhanced data capturing capabilities, enhanced security features all power packed into a customizable and flexible marketing tool.

"Interactive mobile advertising is based on the idea of consumer behavioural target marketing and the feedback of consumer response. The solution is permission-based, the opt-in/opt-out option is attractive to the consumer. The IMS units report back to iSign's clients, tracking and creation of (anonymous) shopper profiles. This information is incredibly valuable to our clients."

### **About iSign Media:**

iSign Media Corp is an IBM Business partner, a member of Bluetooth's® Special Interest Group, an AOpen Business Partner and has patents pending worldwide. As a global leader in Interactive Marketing via Bluetooth® technology, iSign is proof of concept that Interactive Marketing works on a large global scale as a cost effective, accountable, marketing solution that is up to 100x less expensive than traditional forms of marketing, and is simultaneously effective at capturing consumer data, interest and response in real-time.

For additional information on how iSign works or how we can power your next campaign, please visit [www.isignmedia.com](http://www.isignmedia.com).

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