



## **iSIGN Media's OEM Licensing Agreement with AOpen Creates World's First Multi-Function Media Player Featuring Content Management and Consumer Response Logging for Digital Signage Industry**

### **iSIGN Receives First Purchase Order from AOpen for 1,000 iSIGN IMS 3.0 Software Licenses and Transceiver Devices**

With their innovative patent pending advertising technology, iSIGN Media Solutions Inc. (TSX.V- ISD) is well positioned to become a leader in the burgeoning interactive ad market – a lucrative new ad market that has the potential to ring-in billions of dollars in annual revenue.

On Aug. 25, 2010, iSIGN received its first order from AOpen American Inc. ("AOpen") under the OEM agreement that was entered into on May 4, 2010, for the first 1,000 Deluxe Edition location-based interactive proximity software licenses and accompanying transceivers.

"The iSIGN Transceiver is essentially a customized, range adjustable antennae that when attached to AOpen's digital media players embedded with our IMS 3.0 software, will broadcast messages to Bluetooth® enabled mobile phones and capture shopper analytics," said Alex Romanov, iSIGN's Chief Executive Officer. "We are pleased to receive the first of what we feel will be many orders from distributors for IMS 3.0 Transceivers, which will lead to the activation of our software in AOpen digital media players in first and second tier retail channels."

**iSIGN Media Solutions Inc. is in an exceptional growth situation . iSIGN's proximity marketing solutions are beginning to gain significant traction and, with a licensing agreement with AOpen and business partnership with IBM, are now making significant inroads into the lucrative location-based interactive proximity ad market place.**

The value of this initial order is \$175,000 USD. When these 1,000 software licenses are fully activated by the retailer, gross revenues to iSIGN will yield a minimum of \$2.7 million USD over the thirty-six month term.

The new frontier of advertising, iSIGN's ad solutions are a smart and highly cost-effective tool for businesses. iSIGN's interactive proximity advertising software deliver's rich media permission based messages free of charge to cell phones via Bluetooth® technology. iSIGN's innovative, cutting edge advertising solutions add business intelligence functionality and create significant cost benefits, enabling retailers to reap immediate and tangible results from their ad spend.

iSIGN ad solutions are a marketer's dream because they are a cost effective way to push messaging, manage content, and capture data. Because iSIGN's technology has the ability to capture data and tie that data into a retailer's POS inventory and back-end, a retail business can utilize iSIGN's technology to greatly improve their interaction with customers, effectively target sales prospects, and dramatically increase sales, without having to invest exorbitant

amounts of capital in ineffectual advertising programs. This provides a tremendous ROI for retailers.

The ability of iSIGN's system to manage content and capture data distinguishes the Company's push technology from competing SMS and WiFi based technologies, and is a considerable incentive for retailers who have spent millions on digital signage and POS kiosk technology. A relatively modest investment in iSIGN's technology allows retailers to advantageously monetize their investment in these latent technologies. Simply put, iSIGN's interactive proximity advertising solutions are a value proposition that gives retailers an opportunity to dramatically increase their return on their substantial investment in latent digital signage and POS kiosk technology.

Testament to iSIGN's best-of-breed technology, and one of the many votes of confidence in the Company's innovative ad platform, has come from AOpen, the world's leading ultra small-form-factor computer system manufacturer and digital signage solution provider. AOpen recently entered into an OEM licensing agreement with iSIGN to embed iSIGN's patent-pending Bluetooth® interactive software technology into AOpen's digital media players, creating the world's first multi-function media player, capable of providing content management, Bluetooth® message broadcasting and data logging of consumer responses into a single unit.

*"The signing of this OEM agreement is a major step forward for iSIGN and is the first of many anticipated licensing agreements. We are looking forward to working closely with AOpen and to help them grow their leadership position in the digital media marketplace." – Alex Romanov, Chief Executive Officer at iSIGN Media.*

Retailers and marketers alike are looking for new ways to reach customers because traditional channels for advertising, like TV, radio and print, are increasingly becoming less effective. iSIGN's advertising solutions translate into bigger bang for the buck for advertisers because they cost less and are far more effective, consistently delivering better results than traditional advertising mediums like print, radio and television.

***The importance of curb appeal*** – The best kind of business is one that is easy to understand: a no brainer so-to-speak. iSIGN is this type of businesses. Simply put, it's easy for consumers and businesses alike to grasp the benefits of iSIGN's technology. Most importantly, consumers will utilize the technology because it provides immediate benefits, like a timely price discount on a product they want. For businesses, iSIGN's technology is a highly effective and inexpensive way to accurately target specific consumer demographics.

***How it works: fast, flexible, effective*** – Using Bluetooth® wireless technology, our highly customizable, scalable software and partner hardware enables businesses to reach consumers with promotional campaigns, advertising and other timely, relevant content – at no cost to the consumer. Interactive messages are sent directly to consumer's handheld devices where they can be viewed, saved and even passed-on to their friends and colleagues.

All individuals within relative proximity (up to 300ft) of a particular location, retail store, or area can receive media-rich messages just by enabling their Bluetooth® on their handheld device. Customers interact with iSIGN's permission-based marketing tool because the technology requires customers to opt-in before receiving their first message.

iSIGN's interactive media solutions consists of proprietary, feature-rich, flexible and scalable and software. iSIGN's Interactive Media System 3.0 features the next generation in Bluetooth® proximity marketing dual porting for Linux or Windows, multi-lingual capabilities and a 128-bit encryption software for added security. A pioneer in interactive Bluetooth® marketing, in 2007 iSIGN applied for patents in key markets and was published in April 2008.

***The importance of adaptability*** – iSIGN's OEM software solution allows businesses to turn their investment in digital signage technology and hardware into a business intelligence tool. iSIGN's innovative ad solutions can be utilized by a number of devices, allowing a business to create a unique marketing campaign. With iSIGN's software solution, a business can monetize digital signage, or a POS kiosk, into a real-time consumer interaction and data capture platform, resulting in targeted marketing experience that benefits the business and consumer alike.

*Advertising precision: interactive marketing via mobile advertising combines the reach of cell phones with the precision of direct marketing and the tracking potential of the Internet.*

Generally, retailers do not know when we are in their stores, or more importantly, they do not know exactly why we are in their stores. So we walk around, "kick the tires" and leave and still they don't know why we were there. iSIGN software provides retailers with important information on the type of phone discovered and allows for the compilation and comparison of performance metrics from multiple units within a store and departmental environment for virtual analysis and action. Retailers can view reports identifying phone details such as manufacturer and model, thus providing an indication of age group and the type of phone users that the IMS system is interacting with. Retailers will also be able to customize reports that correlate sales with offer transmissions, integrate the IMS system with existing loyalty or similar programs and identify loyalty program members when they visit a store as well as specific departments within the store.

***Maximizing promotional campaigns*** – With iSIGN's interactive proximity advertising solutions, retailers can register customer's information including the MAC address of their cell phones or PDA. When this happens, the retailer is able to create data regarding a client's purchasing habits and needs. With iSIGN's system deployed, when a shopper walks into a store the iSIGN system knows they are present and is able to message targeted promotions to them.

### **Revenue Drivers**

Key to iSIGN's success is the execution of their revenue model. In the wake of the licensing agreement, AOpen will promote the new exclusive MP45DU, DE45HG and DE7000 models, which will allow their customers to collect consumer responses from mobile devices with a choice of

three data logging dashboards. Existing AOpen units currently in use will also be able to be enhanced with an iSIGN licensed online solution to provide business intelligence for retailers at a low monthly fee with full support from both companies.

iSIGN and AOpen will launch the new units in North and South America and expect to realize increased unit sales with up to 30% penetration in the current sales of 30,000 units per month sold worldwide by AOpen. Management at iSIGN reports that select AOpen distributors have been made aware of the new multi-function media players and their response has been extremely positive and enthusiastic. iSIGN and AOpen are planning an industry-wide push to introduce the multi-function media players to targeted customers in the following four channels: general retail; food and drug; fast food and cinema; and, convenience stores. Launch promotions have been confirmed at various up-coming trade events.

iSIGN opted to power their turnkey solutions with the AOpen® Digital Engine® platforms because they were drawn to the Digital Engine® trademark blend of value, reliability and scalability. iSIGN paid specific attention to quality assurance and performance, as well as off the shelf availability. The exclusive agreement will enable AOpen to develop additional multifunction media players and digital engines available to all markets worldwide including retail, municipal and public applications.

### Directors' Bios

The iSIGN team pioneered and refined the deployment of Mobile Marketing Solutions via Bluetooth® wireless technology over the last several years. With over 40 years of knowledge and experience in the Sales, Marketing and Technology Sectors, coupled with expertise gained from their Bluetooth® pilot deployments, iSIGN's management team is currently driving the mobile media broadcasting industry in North America and Asia. iSIGN's is guided by the following key individuals:

**Alex Romanov**, President and Chief Executive Officer iSIGN Media Corp – Alex Romanov is an accomplished business executive with a history of identifying opportunities and turning them into high growth and profitable enterprises. Alex has diverse experience in a variety of industries such as consumer electronics, communication, digital imaging, video gaming, and e-commerce. Alex was the CEO and President of Alpine Electronics in Canada for 15 years, building the company to over \$50,000,000 in revenue with over 50% of the Canadian market share by 1995. After Alpine, Alex became CEO and major shareholder of Royal Oak Marketing and was responsible for over 100 employees and \$120,000,000 in revenue. Royal Oak Marketing was sold for \$29,000,000 to an American concern. Alex then co-founded Spherex Inc., which developed and marketed an Xbox gaming audio system. Spherex was then sold to another US 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. [www.aromanov.com](http://www.aromanov.com)

**Anthony DeCristofaro**, Chief Executive Officer iseemedia – Anthony is a 25-year veteran in the computer industry. Prior to establishing iseemedia, he was President and Chief Executive Officer of MGI Software, which he co-founded in December 1995. Prior to MGI Software, Anthony was a founding board member of Delrina Corp., which was subsequently purchased by Symantec. From 1991 to 1995, Anthony was Vice President and General Manager of AST Canada, a

computer hardware company. From 1987 to 1991, Anthony worked as General Manager at NEC Canada, a computer hardware company. Anthony holds an Advanced Business Administration degree from York University.

**Simon Meredith**, Chief Financial Officer Corbal Capital Corp – Mr. Simon Meredith, B.Sc., as its Chief Financial Officer. Mr. Meredith has over 25 years of successful strategic financial experience with several companies in various industries. He specializes in mergers/acquisitions, banking solutions, and the creation of sound financial infrastructure to support emerging businesses. Mr. Meredith holds a Bachelor of Science degree from the University of Manchester, England and is a member of the Institute of Chartered Accountants in England and Wales.

**Mike Minor**, President and CEO, Bosko Water Technologies Ltd. – Mr. Mike Minor is the President and CEO of Bosko Water Technologies Ltd. Previously he spent more than 10 years in a variety of senior positions with the IBM Corporation including the Worldwide Leader for IBM Software Group's Industry Frameworks Business Value Assessment Team and as Partner in the Business Consulting Services division. Prior to 1999 he held the position of General Manager for Hanbo International Consulting Group in Seoul, Korea and was on their Board of Directors. Mr. Minor holds a Masters in Business Administration from the University of London, England and a Bachelor of Arts from the University of British Columbia.

**Robert Stikeman**, Partner Stikeman Keely Spiegel Pasternack LLP - Mr. Robert Stikeman has been a partner for the past 30 years in Stikeman Keeley Spiegel Pasternack LLP, a law firm that he was instrumental in establishing. His firm acts as outside counsel to several emerging public companies. Mr. Stikeman advises on corporate and tax structuring. He is past Chairman of Cryptologic Limited, listed on the TSX, LSE and NASDAQ. Cryptologic is an industry leader in the multi-billion-dollar gaming industry with their software and services being licensed by some of the world's most trusted gaming and entertainment brands. Mr. Stikeman received his MBA and his LLB from the University of Western Ontario and his Commerce degree from McGill.

## Summary

iSIGN's advertising solutions translate into bigger bang for the buck for advertisers because they cost less and are far more effective, delivering better results than traditional advertising mediums like print, radio and television. iSIGN's technology has begun to garner significant attention and business from household names like, AOpen, IBM, etc. Importantly, management believe that iSIGN's revenues have the potential to grow exponentially in the coming years. In addition, revenue prospects are bright in North America where iSIGN's advertising solutions continue to gain greater exposure with the advancement of cell phone technologies. Debt free and revenue generating, iSIGN media is an exceptional growth situation because the company's proximity marketing solutions are now gaining significant traction and are beginning to make inroads into the lucrative proximity ad market place.

Net shares outstanding: 24,437,564

Shares outstanding fully diluted: 36,717,472

Escrow shares: 12,279,908