

Media Contact:
Vanessa Horwell, ThinkInk
+1.305.749.5342 x232
vanessa@thinkinkpr.com

NEW CONTENT CREATOR FROM ISIGN GIVES COMPANIES TOOLS TO CREATE COUPONS, MOBILE MESSAGING AND ADS

Gives Advertisers More Tools, More Control to Create Effective Campaigns

Toronto, ON – April 6, 2011 - [iSIGN Media](#), the North American leader in Bluetooth™ enabled proximity marketing solutions, has released a new content creation tool as part of its interactive marketing solution (IMS) called the **IMS Content Creator**, which enables advertisers to build their own messaging and advertising campaigns. The **IMS Content Creator** is a part of the IMS 3.1 platform, which was released by iSIGN in March 2011.

With the content creator tool, users can create their own coupons, campaigns and messaging *on the fly* at no additional cost. The IMS Content Creator streamlines the instant usability and customizability of iSIGN's IMS platform, which gives advertisers more control over how their message reaches their intended audience.

Optimizing the Proximity Marketing Experience for Brands, Marketers and Advertisers

The IMS Content Creator, along with the entire IMS 3.1 platform, represents the latest initiative from iSIGN to refine and optimize the proximity marketing experience for brands, marketers and advertisers. Leveraging the mobile channel, Bluetooth connectivity, and digital signage to create robust proximity marketing interactions, the IMS Content Creator is immediate interaction with consumers that can be measured in real-time, which in turn translates into increased sales and brand engagement.

Creating Effective Advertising Content in Minutes

Simple to use and very effective for customization, the IMS Content Creator takes cues from the proliferation of app creators and other design programs that have allowed companies to control the visual and contextual aspects of their marketing communications through other channels. iSIGN's content creator tool puts advertisers and brands in full control over the messaging delivered to their targeted audiences.

Because the IMS Content Creator is being offered both as a value-add for iSIGN license clients that upgrade to IMS 3.1 as well as to individual advertisers for a low fee, the tool also serves as an introduction to the entire iSIGN IMS 3.1 platform.

Improved Analytics, Business Intelligence Create Better Outcomes

IMS 3.1 offers users improved discovery and reporting functions and provides clients with loyalty program support. It automatically identifies many of today's makes and models without any interaction with mobile devices and phones themselves, and logs the number of device discoveries and device dwell times (time spent at a location).

For more information about the IMS 3.1 Content Creator, please contact iSIGN's Director of Media Relations, Vanessa Horwell at vanessa@thinkinkpr.com or 305.749.5342 ext. 232, or visit www.isignmedia.com.

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About iSIGN Media

iSIGN is a leading developer of interactive advertising solutions that deliver rich media, and permission based messages, free of charge to cell phones using Bluetooth® connectivity. The Company's patent-pending advertising platform combines the precision of direct marketing and the tracking potential of the Web to deliver more cost effective and ROI-driven advertising than is possible via print, radio and television. Additional information about iSIGN can be found at www.isignmedia.com.