



iSign, AOpen Partner to Deliver Integrated Mobile, Proximity and Digital Signage Solutions at DSE

Companies to demonstrate how digital signage opportunities can be maximized at 2011 Digital Signage Expo, Las Vegas, February 22-25, 2011

Toronto – February 07, 2011 – iSIGN Media and AOpen America, Inc. are partnering to create integrated, interactive digital signage through location-aware mobile technology. The two companies will present their comprehensive new system at the 2011 Digital Signage Expo in Las Vegas later this month.

The groundbreaking marketing techniques being presented by iSIGN and AOpen are defined by the interactivity between digital signs and mobile devices. Driven by the significant growth in the digital-out-of-home media market and the ubiquity of mobile devices among North American consumers (91% of Americans own and use a mobile device), the marketing solutions offered by iSIGN and AOpen offers brands the ability to connect and engage their core consumer constituencies in a unique, effective and immediate way, and in very close proximity to retail outlets.

Digital signage alone is growing at a rapid pace, and is generating considerable buy-in among consumers. Gfk MRI, a company that measures consumer data, estimates that 29.6% of U.S. adults, or 67.4 million people, paid attention to place-based video ads during a 30-day period in Q3 of 2010¹. Mobile device usage, already nearing saturation point in the US (with 91% of all Americans owning and using a cell phone, smartphone, or other mobile device), also continues to advance in terms consumer willingness to engage in commercial activities.

Mobile, Proximity and Digital Signage Offering Perfect Marketing Trifecta

At the intersection of these trends is proximity marketing, as demonstrated by iSIGN and AOpen. AOpen's media players/engines, 30,000 of which are sold each month in North and Latin America, direct visually engaging signage that can, through iSIGN software, recognize when a consumer with a mobile device is nearby to instantly send relevant and welcomed mobile content. This unprecedented degree of engagement makes the integrated range of proximity marketing a strong revenue generator for brands.

This combined marketing approach also allows brands to identify where and how a brand's customers are shopping, and distinguishes this kind of proximity marketing from other location-aware strategies.

As a function of the partnership between iSIGN and AOpen, the iSIGN Interactive Marketing Solution is broadcasted from and media players/engines produced by AOpen. AOpen platforms are found in multiple markets across North America, including the retail, food and drug, cinema, and convenience store sectors.

iSIGN will be exhibiting its software solutions with AOpen at the 2011 Digital Signage Expo (DSE) at Booth # 1809, from February 22 through 25, 2011. iSIGN will also be broadcasting from the AOpen

¹ <http://www.post-gazette.com/pg/11009/1116387-96.stm>

booth to deliver messaging throughout the duration of the show, inviting visitors and attracting attendees to experience a demonstration and be eligible for a mobile prize.

To arrange an interview with iSIGN and AOpen about digital signage, mobile and proximity marketing in 2011, or to learn more about the companies' solutions, 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 location-based interactive proximity advertising solutions that deliver rich media, 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. iSIGN is based in Richmond Hill, Ontario with R&D and customer support operations in Vancouver, BC. iSIGN is a business partner of AOpen America Inc., having an OEM agreement for the embedding of its IMS software in AOpen's digital media players and IBM, as their Solution Provider, POA All Models. iSIGN's software solutions are also distributed by BlueStar Inc. to their network of Value Added Resellers. iSIGN is publicly traded in Toronto (TSX.V) under the symbol "ISD". Additional information about iSIGN Media can be found at www.isignmedia.com.

About AOpen

As the pioneers of ultra small form factor (uSFF) components and customizable platforms, AOpen America, Inc. (<http://usa.aopen.com>) remains in the wheelhouse with its strategic alliances, setting the standard for vertical market solutions via Mini-ITX platforms that provide open architecture versatility, next-generation technology and unmatched value through huge energy cost savings and readiness compliance with ENERGY STAR and EPEAT. While remaining as the true leader in uSFF components and platforms, AOpen also provides a complete array of digital signage technologies for streamlined, end-to-end solutions in consumer-grade environments and provides scalable technologies ranging from cost-efficient nettop media players to their Digital Engine™ and XC Mini flagship lines. AOpen continues to drive Innovation Economy Technology™ (I-ET) in socially responsible, green IT solutions for offices, homes and mission-critical applications. For more information please visit <http://usa.aopen.com>.

Forward-Looking Statements

This news release includes certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with iSIGN Media's business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts, but reflect iSIGN Media's current expectations regarding future results or events. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations, including the matters discussed under "Risks and Uncertainties" in the Filing Statement filed on October 9th, 2009 with the regulatory authorities. iSIGN Media assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements.

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