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New Software Version for iSIGN's Interactive Marketing Solution

IMS 3.1 Gives Advertisers More Tools to Create Content and Analyze Consumer Interactivity, Combines Mobile with Digital Out of Home, Digital Signage

Toronto, ON - March 24, 2011 - [iSIGN Media](#) has released a new software update for its interactive marketing solution that is being rolled out across North America by convenience stores, shopping malls, sporting arenas and entertainment venues. Included in the latest version, IMS 3.1, are expanded analytical tools and an online content-creation platform. Users can create their own coupons, campaigns and messaging *on the fly* at no additional cost. The results include immediate interaction with consumers that can be measured in real-time.

Improved Analytics, Business Intelligence Create Better Outcomes

IMS 3.1 allows users to better identify and evaluate the effectiveness of iSIGN's marketing solution through improved discovery and reporting functions. Continuing its commitment to existing IMS users, iSIGN's proprietary software has been updated to include the discovery of latest models of mobile devices. IMS 3.1 will automatically identify over 90% of today's models without any interaction with mobile devices and phones themselves.

Loyalty Program Support

The expanded IMS 3.1 now supports loyalty programs: retailers can attract new members, and identify existing members whenever they are discovered by the IMS system, as well as record the time spent in a retail environment (or specific location such as a department of a store, restaurant, mall, etc). This data can be used to support a point system whereby members are rewarded based on their discoveries (responses) and dwell times (time spent at a location), or for targeted advertising to members.

Content Creator

New to IMS 3.1 is the Online Content Creator. Users can create and manage their own advertising content quickly and easily for delivery to mobile devices. In just minutes, users can create ads, vouchers, coupons, loyalty program invitations or any type of mobile advertising content. This dynamic platform streamlines the instant usability and customizability of iSIGN's IMS platform.

For more information about IMS 3.1 or to learn about the company's 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 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. 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 can be found at www.isignmedia.com.