



## NEWS RELEASE

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### AOpen and iSIGN Media introduce world's first "intelligent" media player featuring content management and consumer response logging for digital signage industry

*OEM partnership provides iSIGN Media with new growth channel in digital signage marketplace*

**Toronto, Ontario – May 12, 2010** – AOpen America Inc. ("AOpen"), the world's leading ultra small-form-factor computer system manufacturer and digital signage solution provider has entered into an OEM licensing agreement with iSIGN Media Solutions Inc. ("iSIGN") to embed iSIGN's patent-pending Bluetooth® interactive software technology into AOpen's digital media players. The move has led to the creation of 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. Fundamentally, consumers are able to interact with iSIGN-enhanced digital signs by using their mobile handsets. The new multi-function models will provide the digital signage industry with both cost savings, added smarts and convenience never before available.

"We are pleased to be working with iSIGN Media to introduce a world's first in digital signage technology," said Dale Tsai, President of AOpen America. "iSIGN Media provides us with much needed business intelligence functionality to help our customers achieve new cost benefits while taking advantage of the latest in digital signage innovation." 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.

AOpen will be promoting the new exclusive MP45DU, DE45HG and DE7000 models to existing and new customers to enable each to now 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 a low monthly fee with full support from both companies.

Both firms 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. Selected AOpen distributors have been made aware of the new multi-function media players and their response has been extremely positive and enthusiastic.

The companies 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.

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

### **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.

### **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 Markham, Ontario with R&D and customer support operations in Vancouver, BC. iSIGN is publicly traded in Toronto (TSX.V) under the symbol "ISD". Additional information about iSIGN Media can be found at [www.isignmedia.com](http://www.isignmedia.com).

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### **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 9<sup>th</sup>, 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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