

Romanov explains how iSIGN Media's system allows customers to protect privacy

iSIGN Media Solutions Inc. (TSXV: ISD | OTC: ISDSF), based in Toronto, is a data-focused, software-as-a-service (SaaS) company that is a pioneer in gathering point-of-sale data and mobile shopper preferences to generate actionable data and reveal valuable consumer insights. Creators of the Smart Antenna, an interactive proximity marketing technology, iSIGN recently announced the signing of an agency sales agreement with The Mobile Experience Company allowing iSIGN to sell MobileXCo's Tether™ Mobile Coupon Technology ("Tether™") in conjunction with iSIGN's Smart Antenna. The features that makes MobileXCo's technology of interest to iSIGN is that it provides proof of redemption without the need for point-of-sale system integration or an app download.



May 10, 2016 – In this video, Investor Intel publisher Tracy Weslosky interviews Alex Romanov, President and Chief Executive of iSign. He discusses

- iSign's improving success rate in advertising as people become more used to receiving messages on their mobile data
- The company's embrace of the "smart city" concept
- How the technology avoids requiring customers to divulge personal information.

Tracy Weslosky: Alex you've had numerous news releases recently and, of course, you did sign an agency sales agreement with Mobile Experience Company. Can you tell us more

about this deal?

Alex Romanov: Yes. We go back quite a few years with MobileXCo. They come from a company called Skipton, which was a distributor for IBM. They were an IBM partner, we were an IBM partner. We cohabitated together, we work together on kiosks and other solutions for IBM. Four years later they completed their particular solution and we got together to represent them as an agency.

Tracy Weslosky: And, of course, you also just signed a deal with Mackie Research Capital Corporation for convertible debenture. Can you tell us a little bit more about that deal?

Alex Romanov: Yes. It's a good time for us to raise some money. We've decided to avoid some dilution and go for a convertible debenture, \$3½ million dollars at \$0.20. To stay in line with this particular effort we've acquired two technologies that we'd like to talk about and start launching. This should make us quite a frontrunner in the mobile space.

Tracy Weslosky: Well, speaking about being a frontrunner in the mobile space, not everybody out there may understand or know about iSign Media. You have an exciting technology. Can you give us, kind of, a 10-story overview of iSign Media?

Alex Romanov: Absolutely. First of all we're patented. We're one of the very, very few mobile technologies that is patented. We filed a patent in 2007 and received in 2014 so you know how crowded this space really is. We have a patent for our solution, which is simply an ability to recognize mobile devices within proximity and be able to message them and capture their response. This does not require downloads or apps. We're the only solution that requires no apps or downloads to do what we do.... [to access the full video, click here](#)

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