

# iSIGN antenna deal and CEO on mobile technology that can produce sales results

February 3, 2016 – In a special **InvestorIntel** interview, Publisher Tracy Weslosky speaks with Alex Romanov, President, CEO and Director of iSIGN Media Solutions Inc. (TSXV:ISD | “iSIGN”), a software-as-a-service (SaaS) company, about their recent smart antenna purchase order from We Build Apps. In the interview, Alex discusses how iSIGN’s recent deal may potentially be used at the upcoming Republican National Convention this summer and the advantages of their competitive technology. Supplying both the hardware and software for clients, iSIGN is able to gather point-of-sale data and mobile shopper preferences from mobile devices, which can perform a wide range of objectives, including the ability to quantify advertising budgets with results.

**Tracy Weslosky:** You just announced a deal for 500 antennas with a company called We Build Apps Is that correct?

**Alex Romanov:** Yes. They’re located in Cleveland, Ohio and they’re very well positioned to place us into transportation, convention centers, amusement parks and, of course, commercial areas.

**Tracy Weslosky:** I have a two-part question for you. I think I read that We Build Apps are positioning to be in the Cleveland Convention Center during the Republican National Convention. Can you tell me how they would use iSIGN Media antennas for in that particular application?

**Alex Romanov:** Well, several applications there. They’re connected with the convention center and the opportunity for them is the fact that it is happening in Cleveland sometime

this summer. The idea there is to be able to identify mobile devices moving through the convention center and being able to message updates, messages regarding polls, et cetera and being able to poll recipients inside and the proximity of the convention center.

**Tracy Weslosky:** And, of course, I notice you describe yourself as a software-as-a-service (SaaS) company. Can you just explain to our audience what that means?

**Alex Romanov:** Yeah. A SaaS company is a company that will program, develop a software, in general, a software provision to provide a service. It might be any kind of a mechanical device – ours happens to be mobile.

**Tracy Weslosky:** So InvestorIntel audiences just hang in there with me because this is a very interesting technology. You're going to be excited by the end of this I promise. So going back to We Build App and that particular deal, can you tell me a little bit more about the type of data that you're able to collect and how iSIGN makes money?

**Alex Romanov:** Yeah, our data, most importantly, is anonymous. We don't intrude on anyone's privacy. We don't need to have your phone number, your email address or your name to be able to identify your device, send it a message and ask you to opt in if you'd like to receive the message or not. That could be any kind of rich media, a video, a coupon or a thumbprint ad or a SMS message if you'd like, all in proximity.

**Tracy Weslosky:** Now, of course, I saw a consistent stream of sales generated last year. What was interesting to me with the Canadian dollar being at a 13-year low, most of your sales are with American companies and are in U.S. dollars and your expenses are primarily Canadian. Is that correct?

**Alex Romanov:** Absolutely. That's one of the advantages this year. Whether you're buying our services, buying our data or wanting to invest in our company it's a really great advantage

this year at this moment...to access the complete interview,  
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