

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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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, [click here](#)

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