



iSIGN Announces a Partnership with Worldwide Digital Signage Software Provider BroadSign International Inc.

Alliance Ecosystem Enables Cutting-Edge Solutions for Small and Medium-sized Businesses

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iSIGN Media Solutions Inc. (TSX VENTURE: ISD) ("iSIGN" or the "Company"), is pleased to announce that it has entered into a partnership with BroadSign International Inc. ("BroadSign") to mutually promote, support and sell each other's solutions.

iSIGN's technology communicates with consumers while they are in the vicinity of digital signs via personal mobile devices, on an opt-in basis. iSIGN enables shoppers to instantly receive and redeem coupons and other promotional offers at the point of purchase or nearby businesses. The integration allows iSIGN to supply their devices to several hundred digital signage networks running on BroadSign platform.

"iSIGN's Interactive Marketing Solution and Business Intelligence software offers a innovative and powerful way for digital signage networks to communicate with consumers on-the-go and at the same time build measurable loyalty programs," said Brian Dusho, CEO of BroadSign International, "What attracted us in iSIGN is the fact that in addition to satisfying the need for locally targeted mobile marketing, it provides a straightforward method of tracking the efficiency of each digital signage campaign and enables a cost-per-result pricing.

"We are pleased to have joined forces with BroadSign," said Alex Romanov, iSIGN's Chief Executive Officer. "BroadSign's advanced campaign planning, execution and reporting platform will help retailers using iSIGN's software solutions to significantly increase the reach of mobile campaigns, as digital signs will drive consumers to interact with their mobile devices. As we integrate our products further, we will be able to benefit from richer targeting and reporting tools for combined digital signage and mobile campaigns."

About BroadSign

BroadSign International Inc. is a worldwide provider of the premier software platform for digital signage networks. The software enables operators to target out-of-home audiences, sell network airtime, reliably play back scheduled content on each screen, and account for campaign performance. Various levels of managed services are included in the per-player monthly license fee, depending on the subscription

package. BroadSign also provides cross-network campaign execution for DOOH media aggregators via its Open API platform. Over 300 digital signage networks in 25 countries run on BroadSign platform. The company's corporate office, Operations, Support and Development facilities are in Montreal, Canada. For more, visit www.broadsign.com