

## **Already In Malls And Large Retailers In China And Singapore, iSIGN Media Solutions Inc. Is Expanding Their Sales Effort Into North America As Well As Licensing Their Solutions To Large OEMs For Delivering Advertising Over A Bluetooth Network**



**Business Services**  
**Computer Software & Processing**  
**(ISD-TSXV)**



**Alex Romanov**  
**President and CEO**

**BIO:**

Alex Romanov is an accomplished business executive with a history of identifying opportunities and turning them into high growth and profitable enterprises. Alex has diverse experience in a variety of industries such as consumer electronics, communication, digital imaging, video gaming, and e-commerce. Alex was the CEO and President of Alpine Electronics in Canada for 15 years, building the company to over \$50,000,000 in revenue with over 50% of the Canadian market share by 1995. After Alpine, Alex became CEO and major shareholder of Royal Oak Marketing and was responsible for over 100 employees and

\$120,000,000 in revenue. Royal Oak Marketing was sold for \$29,000,000 to an American concern. Alex then co-founded Spherex Inc., which developed and marketed an Xbox gaming audio system. Spherex was then sold to another US concern in 2005. Alex has been involved in iSign for 24 months now and has successfully restructured the company, positioning it for rapid growth worldwide.

**Company Profile:**

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.

**Interview conducted by:**  
**Lynn Fosse, Senior Editor**  
**CEOCFOinterviews.com**

**CEOCFO:** Mr. Romanov, what attracted you to iSIGN?

**Mr. Romanov:** iSIGN was originally a signage company. Its unique feature was the ability to synchronize the message on the digital sign with a broadcast Bluetooth message sent to people's handheld devices within range of that particular sign. This was a unique offering and solution that wasn't prevalent at that time, very unique, which allowed us to be able

to get a pending patent on it. It the technology that attracted me to the company.

**CEOCFO:** What is the day to day focus of iSIGN?

**Mr. Romanov:** Currently we focus on two things. First, we do promote and sell our clients on the solution to expand our Bluetooth network. We continue to promote to locations such as malls, and large retailers. We have business going on with very large retailers in China and in Singapore, and currently we are moving into the North American market. The expansion of our network is the most important. Our second effort is selling our Bluetooth software solution, which can be integrated into digital systems to manufacturers that make signage and broadcasting equipment PCs. We license our solutions to their products. We have two examples of that, we are licensed now with IBM and Skipton, which was their distributor in Canada, to integrate our software solution into IBM AnyPlace kiosks and into a new concept the "Digital Greeter" as we call them, which is the main kiosks in stores that support loyalty programs.

**CEOCFO;** How do you reach your potential customers, why do they like what you have and why are they using you?

**Mr. Romanov:** There are plenty of Bluetooth broadcasting company solutions. We see most of them as middle to large operations where most of which are not adequately funded or partnered. They work with small mom and pop shops and sometimes manage to get a campaign for one of the larger brands. Our solution is a little different; we have a patent pending,

we broadcast Bluetooth rich media content, but we also capture all the relevant data by being interactive with the recipients. We are partnered with companies such as IBM and AOpen, who make our hardware. We have a one-year performance resume that we have been running for over a year in Singapore, garnering over half a million phones a month in Singapore. The download rates of the advertising is over 23% which is four times greater than TV can provide and definitely infinitely greater than mailers, newspaper or any other media.

**CEOCFO:** Would you tell us about your test with Wild Wings?

**Mr. Romanov:** Wild Wings is a local restaurant chain; that sells over 100 different selections of chicken wings. It is very popular and has very sporty motif, kind of western casual. It is family restaurant and a sports fan restaurant. They have over sixty locations currently in the Ontario area in Canada. They are going to one hundred locations, and they have tested our solutions by implementing one of our broadcasting devices in their store. It has been able to identify customers coming in and has been able to broadcast coupons and rich media such as videos, sports scores, and music. So they are now expanding and will put our units into all of our stores, which will gather data on their attending and loyal customers or frequent customers and also be able to download coupons for future promotions and celebrations, whatever they happen to have going on. We want it to be the first restaurant chain to take on our product in Canada and so far they have succeeded in being that.

**CEOCFO:** That will be a good entree into the US?

**Mr. Romanov:** Wild Wings in the US is extremely successful to our knowledge. It just seems that the chicken wing format with some drinks and sports, seems to be very popular with families in most regions, urban or rural. Wild Wings Canada is basically a copy; it is a ten-year-old chain that is doing extremely well.

**CEOCFO:** What do you see in the next year or two?

**Mr. Romanov:** The next step that we are developing right now is in concert with IBM and their various technology and solution partners. We have created a system, a piece of hardware and software, what we call the 'Digital Greeter'. This would be forefront in a store location and once you walk in you can immediately address the Digital Greeter. It will take your information, which you will input physically or it will talk to your phone via Bluetooth, and download some coupons, identify your Bluetooth ID, register all the data into the Greeter. Eventually you will be able to walk into your favorite store whether it is Safeway, or Taco Bell, either for service or for purchasing and

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**- Alex Romanov**

the Greeter will say, 'Hi Betty here are six coupons you may be interested in based on last week's purchases'. It will then give you discounts, and information on some of the products, which can be supplemented with additional video and voice. Basically, what it does is reduce the cost of printing, distributing, and picking out and cleaning out coupon distribution. It also captures data on your customers, which makes our solution accountable, measurable, and flexible.

**CEOCFO:** Do people at the other end have to agree to receive this?

**Mr. Romanov:** We are talking to major food chains and as you know, they all have a loyalty program. The cashier would ask you if you would like to join the loyalty program, fill out this information and you will get a card and from then on you will get coupons to take ad-

vantage of and you will also get discounts. In our case this is done electronically, it is done automatically, so you don't have to talk to a cashier. It will speed up the lines, you are not holding anything down and people are very used to kiosks; they have them in airports, self-serve when you are cashing out of a large store. A kiosk can be a very helpful replacement to speed things up, keep information on customers, download loyalty cards, download coupons both digitally and in print; a very flexible device. We will be introducing this at the Las Vegas Digital Signage Expo at the end of February.

**CEOCFO:** What is the financial picture like for iSIGN today?

**Mr. Romanov:** Financially for a company we have raised two batches of funding. We have enough funds to achieve our goals and we are getting some revenue of the major revenue coming from Asia. It will be available before years end because we have been approved by the Singapore government to develop a backend reporting system. It was approved by the Singapore government due to our business with the major Asian department store Best Denki in Singapore and a major 1400-chain department store in China called GOME.

Both have had success with our solutions and both have asked to get a comprehensive recording system so they can capture all of the folks that go through their stores and are interacting with our system. We have invested money to complete these back ends and they will be completed just after Chinese New Year for Asia and sometime in March for North America.

**CEOCFO:** Why should potential investors pay attention to iSIGN?

**Mr. Romanov:** iSIGN happens to be in the forefront of what is the trend today best identified by the investment made by Google into Admob, which is advertising from a mobile company. They paid \$750 million for that particular company. What they do is send SMS and internet advertising and messaging to phones and cli-

ents, and of course Apple also made a purchase and invested \$250 million all in the last few months, which signals a \$1 billion investment in this category. We are a forerunner in this category and so far the only one with a patent pending for our solution, which is to broadcast to handheld devices, receive data back, check that data and interact with the device. We expect that patent to be granted. It is published in the United States, Canada, Malaysia, Singapore, China, and we have gone on to other countries world-

wide. We expect it to be granted sometime within the next six months.

**CEOCFO:** So you are ahead of the game!

**Mr. Romanov:** I believe we are ahead of the game because when I did take over iSIGN, I did immediately go for a patent, and I did immediately gain the attention and support of IBM. I also made steps to go public and raise the funding right away, having recognized what it was going to take to drive this forward.

We were also fortunate to have one of the largest advertising agencies in Singapore find out what we were doing in Vancouver. Their principal flew up, saw a demonstration and said I have to have this for Asia. All of that happened in the first few months of taking over the company and we restructured ourselves and became strictly a messaging solution for both software and hardware to handheld devices.



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