iSIGN Media Partners with Kyoto Consultants to Access Japanese Marketplace

TORONTO, Nov. 24, 2015 /CNW/ - iSIGN Media Solutions Inc. ("iSIGN" or "Company") (TSX-V: ISD) (OTC Pink: ISDSF), a leading provider of interactive mobile proximity advertising solutions, today announced the signing of an agreement with Kyoto Consultants Inc. ("Kyoto"), a bilateral consultancy specializing in effective trade development between North America and Japan.

Under the terms of the one year agreement, Kyoto will be assisting iSIGN with business development to assist iSIGN in expanding sales and distribution to companies headquartered in Japan, as well as their subsidiaries and affiliates in North America. In addition, Kyoto will be introducing iSIGN to potential investors in Japan.

Kyoto will be utilizing their principal's knowledge of and contacts within the Japanese market and business community, including the IT and electronics industry, to promote iSIGN and its patented technology and award winning hardware.

Kyoto is well regarded by the Japanese business community due to their many years of involvement as an investment advisor to the Japan External Trade Organization (JETRO) Toronto, as well as with their involvement with the Toronto Japanese Association of Commerce, Industry and Japan Society of Canada and the Canadian Chamber of Commerce in Japan.

"The Japanese marketplace can be difficult to penetrate due to cultural differences," stated Mr. Yoshi Ichida, Director of Kyoto Consultants. "Having a native born person representing and providing guidance to your firm can often make the difference between acceptance or failure in the Japanese marketplace."

"Japan's smartphone market is very mature and Japanese are very progressive in the use of their smartphones," added Mr. Ichida. "iSIGN's technology and hardware are superior products and I believe they will be of great interest to Japanese companies."

"There has been interest on both sides over the past few years to have Kyoto representing us but the timing was not right," stated Mr. Alex Romanov, iSIGN's Chief Executive Officer. "Our recent announcements of a Licensing/OEM Agreement with our reseller Rich Multimedia Technologies Inc. and a transit company installation with our reseller SageGuard Technology have helped to close an agreement."

About iSIGN Media
iSIGN Media, based in Toronto, is a data-focused, software-as-a-service (SaaS) company that is a pioneering leader in gathering point-of-sale data and mobile shopper preferences to generate actionable data and reveal valuable consumer insights. Creators of the Smart suite of products, a patented interactive proximity marketing technology, iSIGN enables brands to deliver targeted messaging, personalized offers and loyalty perks to consumers' mobile devices in proximity and with real-time proof of redemption. iSIGN's data gathering capabilities provide analytics on price points, typical purchases, in-store dwell time and other shopper metrics that identify emerging consumer behaviors. These insights enable smarter business decisions and provide increased ROI metrics for more transparent marketing. iSIGN delivers relevant, timely messages on an opt-in basis at no charge to consumers, transmitting rich media to consumer mobile devices via Bluetooth® and WiFi connectivity in complete privacy as opposed to iBeacons, apps, downloads and required surrendering of personal information. Proven to increase brand engagement and customer loyalty, iSIGN generates preference-based, predictive "clean data" without compromising consumer privacy. Partners include: IBM, Keyser Retail Solutions, Baylor University, Verizon Wireless, TELUS and AOpen America Inc. www.isignmedia.com

Forward-Looking Statements
This news release may include certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with iSIGN Media's business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend" and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts, but reflect iSIGN Media's current expectations regarding future results or events. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations. iSIGN Media assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements.

Neither the TSX Venture Exchange nor Its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility or accuracy of this release.

SOURCE iSIGN Media Corp

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