



Major new whitepaper on Dynamic media “Content” released by industry educator Lyle Bunn

“The CONTENT of Dynamic Place-based Media - The rise of the “Content is King” Monarchy” a must-read for everyone involved in Dynamic place-based media.

Space Coast, FL – Feb 15, 2011: Lyle Bunn has today released a major new industry whitepaper focused on dynamic media “Content”. The 40-page paper titled “The CONTENT of Dynamic Place-based Media - The rise of the “Content is King” Monarchy” is made available from one of the Digital Signage industry’s best-informed practitioners and educators free for download at www.LyleBunn.com - Resources (no sponsors and no registration required).

This whitepaper is a comprehensive profile of “content” practices in 23 chapters covering virtually every major element of “content” including for example, the context of content in delivering the value of dynamic media, the size of the content segment, content costs, standards of practice, composition guidelines and critical success factors. It also points to current and emerging providers of content and lists the awards, publications and education available that advance best practices.

“Dynamic place-based media has been succeeding despite a needed focus on improving the “content” that delivers its benefits,” said Bunn, adding, “This paper is intended to define a baseline for conduct related to content, and establish a clear vantage point to broadly improve this aspect of digital signage application”.

This whitepaper is a must-read for everyone involved in the design, supply, operation and use of digital signage and dynamic place-based media. Content providers, network administrators, ad sales personnel, brand managers, communicators, marketers and ad agencies will in particular benefit.

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About Lyle Bunn

Lyle Bunn has been named with an Honorary Doctorate by the Digital Signage Expert Group for his contributions to industry education. He is highly regarded as an independent advisor, commentator and educator to end users, network operators and suppliers in North America’s Digital Signage industry. He has served as strategy architect and contributed to the planning and deployment of a wide range of digital

signage networks in retail, consumer services, hospitality and corporate environments for consumer, patron, staff and campus communications. He has also helped to successfully position technology and services providers for digital signage supply. He is the Author and Primary Presenter of the “SPEED” Digital Signage raining Program and has published almost 200 articles. His eBook titled the “Digital Signage Planning Guide,” has been released in its 5th edition. Lyle is a member of the Academy Faculty of InfoComm and has served as conference chair, presenter or moderator at every major North American digital signage and media conference held over the past several years. See www.LyleBunn.com

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