



BUNN Launches Dynamic Signage Market Acceleration Program (DS MAP) Targeting End Users and the “C-Suite.”

Outreach program provides education for enterprise media initiatives

Toronto, ON. July 7, 2011: Lyle Bunn has launched the Dynamic Signage Market Acceleration Program (DS MAP) as a strategic initiative to accelerate end user deployments of dynamic signage and enterprise media.

The program of market education will improve end users’ understanding of the value of the dynamic signage media and increase end users’ capability to plan, fund and operationalize initiatives.

“Project examples and best practices indicate key factors in assuring business value, risk management and future-proofing while minimizing the time and resources required by end user to achieve business benefits” said Lyle Bunn. He added, “while there are early adopters of dynamic media in every market, end user and project influencers have indicated that they are confused and confounded by key elements of the medium.”

The DS MAP focus will be on accelerating large scale projects in various vertical markets including retail, food service, hospitality, health care, consumer services and others for patron, visitor and corporate communications in enterprise, ad-supported and hybrid business models. The Chief Marketing Officer, (CMO), Chief Information Officer (CIO), Chief Technology Officer (CTO) and VP Human Resources are primary target audiences for the program.

“Supply capability is mature” said Bunn, adding “support for this program is provided by numerous primary, tier 1 industry providers which represent key elements of the supply ecosystem. Each has a proven record of dynamic signage and enterprise media supply, and a strong history of end user education.

“The dynamic signage industry infrastructure of associations, trade shows, publications and training are in place to allow the use of the medium to move to the next level. This program will help drive engagement with this industry infrastructure” Bunn notes.

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About Lyle Bunn

Lyle Bunn (Ph.D Hon) has received numerous recognitions for his contributions to Dynamic Signage industry development over the past 10 years. He has assisted hundreds of end user organizations in their planning and application of the medium, and helped to train thousands of end user and supply professionals. He is a long-standing member of all related industry associations and serves on the advisory boards of its major events and as a judge in several industry award programs. He has contributed to Information Technologies and Telecomm industry development through roles in supply, consulting, publishing, association management, policy and advisory roles to end users and suppliers as well as to four levels of government including The White House. See www.LyleBunn.com