



Education Director named for “SPEED” Digital Signage Training Program

BUNN Co. names education veteran to advance popular “SPEED” training

Las Vegas, NV – Feb. 23, 2010: BUNN Co, providers of Digital Signage industry consulting services and the popular [“SPEED” Digital Signage Training Program](#) announced today that the SPEED program will be further developed and managed by Darlene Bunn, a veteran training and education specialist.

The “SPEED” program has been delivery to over 1100 people in private and public programs to equip end users, network operators and suppliers with knowledge, techniques and tools to better plan, launch, deploy, sell and apply digital signage.

“SPEED” was recently approved for InfoComm International Certified Technology Specialist (CTS) certification Renewal Unit credits. The CTS designations are internationally recognized Audio-Visual certifications which are ANSI accredited under International Standards ISO/IEC 17024.

The SPEED program will be enhanced through increased focus on key areas such as ROI analysis, deployment planning, technology selection, content strategy and operational efficiencies. Templates and the Digital Signage Planning Manual which are currently provided with the program will be improved.

Classroom delivery will be expanded to include a wider range of participation locations and dates. Webinar and self-study options will also be introduced.

Darlene Bunn brings over 30 years of training experience including needs assessment, curriculum development, course creation, training delivery, “train the trainer,” outcome assessment, administration and quality assurance. Her proven record of increasing training program participation will help to advance the use of SPEED while also accelerating the pace and levels of success achieved by digital signage projects.

“Training is an integral part of the advancement of emerging industries and approaches” said Darlene Bunn, adding, “SPEED offers an excellent baseline of practical instruction with the built-in capacity and structures to enable expansion, including additional materials and delivery options.

The combination of Lyle Bunn’s industry knowledge and hands-on project, training and facilitation experience, along with the proven expertise in training and education that

Darlene brings, will allow BUNN Co. to expand its contribution of relevant, vendor-independent, leading edge training to the Digital Signage and Digital Out-of-Home industry.

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About “SPEED”

The “SPEED” Digital Signage Training Program is a practical, accelerated “how to” program comprised of eight modules and a companion planning manual. The SPEED program was developed and is delivered by Lyle Bunn of BUNN Co. a highly regarded project consultant and educator in North America’s Digital Signage industry. SPEED provides knowledge and templates to enable end users, network operators, suppliers, advertisers and investors to improve the business and project planning, launch, deployment, application and use of Digital Signage and Digital Out-of-Home media. The information is objective, vendor-agnostic and applicable to initiatives in any application, environment, funding or supply model. See www.LyleBunn.com/SPEED

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