



Lyle Bunn Announces Digital Signage Network Effectiveness and Performance Review Program

BUNN Co. Network Performance Review service to increase network efficacy.

Space Coast, FLA – Jan 11, 2011: Lyle Bunn and BUNN Co, providers of consulting, advisory and education services in the Digital Signage industry today announced a “Network Efficacy Analysis” service aimed at improving the performance of existing and emerging networks.

The efficacy review, which can be completed typically in 1-3 days, includes a holistic review on areas such as areas such as technologies, goals/objectives, playlist strategy, content and composition, measurement and operations improves the return on network investment, refines and clarifies areas of ongoing and future investment and can provide a roadmap for transition of the network into new areas of value or revenues.

Bunn said “As Digital Signage communications and advertising networks grow and evolve, they naturally also “de-volve” often becoming less effective and in-efficient over time. This strategic and operational “fatigue” reduces the effectiveness of the network, the use of the medium and its return on investment” He added, Newer, emerging networks can benefit from an independent perspective and analysis of effectiveness at various stages of operation to establish the basis for future investment”.

Independent perspectives, in depth knowledge of all operational areas and the suitable application of digital signage are the key to effective efficacy analysis. Lyle Bunn brings these capabilities.

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About Lyle Bunn

Lyle Bunn was recognized with an Honorary Doctorate in January 2011 by the Digital Signage Expert Group for his significant contributions to education and the development of the Dynamic Place-based Media industry. He is North America’s most highly regarded independent consultant, advisor, commentator and educators to end users, integrators, suppliers, operators and investors of Digital Signage, Digital Place-based and Enterprise Media. He has assisted in the planning, design, deployment and operation of hundreds of networks. His “SPEED” Digital Signage Training Program has been delivered to over 2000 professionals and his eBook “Digital Signage Planning Guide” now in its 5th edition is used around the world. See www.LyleBunn.com

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