



Lyle Bunn to serve as Editor for Digital Signage industry supplement in Canada's National Post.

Toronto – July 6, 2010: Lyle Bunn, a leading figure in North America's Digital Signage and Dynamic Place-Based Media industries will serve as Editor and principal writer of a special supplement on Digital Signage published on September 8, 2010 in Canada's National Post by supplement publisher Mediaplanet.

Distribution in the National Post across Canada is expected to be augmented by distribution through several marketing, retail and industry associations including the Canadian Marketing Association (CMA), Retail Council of Canada (RCC), Canadian Out-of-home Digital Association - Association canadienne l'affichage numérique (CODACAN), Advertising Club of Toronto, and through several events such as Out-of-Home Day (Toronto, Sept 23rd), the InfoComm Regional Roundtable (Vancouver Sept 28) and others.

The editorial focus will be on providing business, marketing and communications leaders with perspectives about Canada's world-leading Digital Signage industry as well as the enabling value of this media, its ability to target audiences and improve communications return on investment. The positive benefits of Digital Signage/Digital Out-of-Home (DOOH) and its application with other communications devices will be profiled as will the efficiencies inherent in using DOOH.

Lyle Bunn has served as Editor for three previous supplements focused on Digital Signage, Digital Out-of-Home and Dynamic Place-based Media which were included in the March 20, 2009 and Jan 29, 2010 editions of USA Today, and the April 9, 2010 Wall Street Journal. Lyle is widely recognized and highly regarded as a leading figure in North America's Digital Signage industry.

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