



## **The Digital Signage Show Welcomes Digital Media Pioneer Lyle Bunn to Board of Advisors**

TRUMBULL, CT – (April 2009) The Digital Signage Show, the leading conference and trade show designed to help businesses plan for all phases of their customer-facing technology deployments is pleased to announce that digital signage expert Lyle Bunn has been named as the newest member of its Board of Advisors.

Bunn, who is a highly-regarded consultant, advisor and educator for the digital signage and digital out-of-home (DOOH) industries, has developed numerous media networks in retail, consumer services, hospitality and corporate environments.

"The Digital Signage Show continues to distinguish itself from other digital signage, digital out-of-home media and place-based media trade shows by maintaining a firm dedication to connecting end users and providers through information exchange, demonstration and relationship building," said Bunn. "I have had the pleasure of working with the organizer since 2003, and firmly believe that no other venue exists that focuses solely on the success of its user organizations and advertisers."

Bunn was instrumental in bringing digital signage and DOOH perspectives into the broadcasting and consumer electronics industries with presentations at the National Association of Broadcasters Show and the Consumer Electronics Show. He also holds the distinction of being the only individual named to the Digital Signage Forum's Digital Signage Top Ten List, honored among such corporations as Thomson, 3M, Clear Channel and Focus Media.

"We are thrilled to have Lyle join our Board of Advisors and look forward to growing from his expertise as we plan our future events and educational sessions," said Lawrence Dvorchik, General Manager of The Digital Signage Show. "Lyle's vision, leadership and experience will be an asset to our Board and conference attendees, as we strive to help project champions, from the venues and organizations themselves, to brands and suppliers move forward successfully."

Providing insights for everything from pre-launch strategy, budgeting and measuring ROI, to audience / customer acceptance and education, the addition of Bunn to the Board of Advisors was a natural step according to show management. "Lyle has advanced the understanding and success of digital signage across multiple industries, which falls directly in line with the audience base of The Digital Signage Show," explains Dvorchik. "We want to keep raising the bar in terms of what our show offers that others don't and Lyle is helping make that continued advancement a reality."

Bunn will be leading his **S.P.E.E.D** (*Structures for Planning, Explanation, Excitement and Deployment*) business strategy training session on May 5, 2009 at The Digital Signage Show in Las Vegas, NV, providing attendees an in-depth look at all of the aspects of deploying digital signage. "While digital signage appears quite simple on the surface, it is actually a deep web of interconnected and complex technologies that all act together in unison to produce the image we see on screen. Without a proper understanding and knowledge of the intricacies behind a successful deployment, failure looms," says Bunn.

Bunn will join leading executives from organizations, such as LiveNation, The Mayo Clinic, Best Buy, Target, The Kern County Board of Trade Reuters America Army Recreation Machine Program (ARMP), The Home Depot Walt Disney World Resorts, The Independence Visitors Center, Continental Airlines, Cabela's, BMW, Kaiser Permanente, ExxonMobil and Indigo Books & Music, among others as Board of Advisor members.

Bunn also is the principal author of "The New Madison Avenue Diet - The Strategy for Performance-Focused Dynamic Signage Content," published by Alchemy. He is a member of the Academy Faculty of InfoComm, and is currently writing a series of best practice guides for release this spring.

For more information on **S.P.E.E.D**, visit [www.LyleBunn.com](http://www.LyleBunn.com) – **SPEED** or The Digital Signage Show, visit [www.thedigitalsignageshow.com](http://www.thedigitalsignageshow.com).

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