

Lyle Bunn

Sample experience:

Business Unit/Project Planning and Development.

Bunn Co. Principal & Strategy Architect (Jan. 2008 to present)

Subject matter expertise in Dynamic Place-based Media has been provided as independent, confidential planning input to suppliers seeking to commercialize supply capabilities, increase revenues and improve market positioning, as well as to network operators, investors and end users to plan and deploy dynamic place-based networks. Examples include:

Strategic Input for Suppliers: Planning input and counsel has been provided through engagement with technology and services providers across the dynamic signage supply ecosystem. While these typically include major technology providers such as Intel, 3M, IBM, AMX, Kodak, NEC, LG and others, it is also provided to specialty and emerging product and service providers.

For example, input to digital signage business unit planning and launch within the broadcast division of a transnational broadcast technology provider. This included recommendations on product strategy, market positioning, target marketing, channel strategy, market communications, partnering, staffing and other areas. Input was provided at executive, managerial and operational levels.

Network Planning: Planning and project input has been provided to for-profit network operators and enterprise media end users operating in retail, food services, sporting, hospitality, banking, health care, transportation, consumer services, automotive, corporate and other environments. Planning, facilitation and guidance have been provided to business and project plans to define and refine business and project plans, strategic objectives, operating approaches, revenue attainment, sourcing strategies. Introductions to enabling partnerships are often made/facilitated.

For example, for the Silicon Valley-based operation of a Japanese conglomerate, developed the business plan and provided go-to-market support for a national network of dynamic signage on post-secondary campuses. Defined the advertising-based business model and facilitated relationships with technology providers, ad sales organizations, ad agencies and other elements of operation. This plan positioned the future integration of commerce cards and mobile devices for identity, digital wallet, event registration and other campus applications.

For example, provided strategic counsel and guidance in the planning, funding, vendor sourcing, content strategy, metrics and other key aspects of a 900-location retail banking

deployment of dynamic signage.

For example, developed the plan to integrate patented LongPen interactions technology into digital signage networks for Unotchit Inc. The accelerated project required market definition and definition of market positioning and development approaches. Revenue forecasts with substantiation to support investment attraction were provided along with direct market contact, which validated the business models and go-to-market plans.

Alchemy International – St Joseph Content

Strategy Architect (July 2006 to Dec. 2007)

Initially as independent consultant and then as dedicated staff, provided leadership in positioning Alchemy, a St Joseph Communications company, as the premier provider of content services in North America's Dynamic Digital Display industry. Defined the service offering and led all aspects of marketing communications and partner establishment for sustainable business development. Established supply agreements with primary industry suppliers and end user organizations in retail, food services, hospitality, media, government, automotive and other markets. Created whitepapers, published articles and appeared extensively in support of business development objectives. Led in the definition of client digital signage strategies.

BTV⁺ Director, Digital Display and Rich Media

(January 2005 to July 2006)

As an independent consultant, created the market development plan. Then as a member of the executive team, implemented the positioning of BTV+ as a systems integrator and satellite service provider in North America's digital signage market.

- Created and then operationalized the BTV⁺ business and marketing strategy for Digital Signage. This included defined the offering, its relationship to other BTV+ services and implementation/marketing/sales approaches.
- Gained BTV+ selection on a projected \$US76 million of digital signage network deployment and operations, and advanced additional business opportunities valued at \$US21 million.
- Maintained contact with the owners of approximately 150 digital signage networks through email campaigns.
- Established and advanced key supplier/partner relationships for digital signage including Displays, Hardware, Software, Installation, Audit, Media Ad Sales, Audio, Content Creation, etc.
- Bunn was named No. 4 on the 2005 Digital Signage Top 10 list for North America by the Digital Signage Forum.
- Gained over 100 media references and published articles.
- Presented at, or Chaired 8 principle Digital Signage events since February 2005.
- Developed the BTV+ website, presentations and media releases.
- Minimized marketing/sales costs to under \$50k/year.

- Positioned BTV+ with primary industry media, associations and event producers. Served as the Founding Chair, Education Committee of the North America Digital Signage Group for POPAI and has been a force in creating the Canadian Digital Signage Association CDSA.

Apogee Partners

(November 2001 to December 2004)

Mr. Bunn provides marketing and corporate development services and executive expertise. These include;

- As a Founding Senior Partner of Apogee Partners, Mr. Bunn works with advanced technology providers and emerging markets to accelerate the commercial success of various technologies. Areas of focus included display, communications, nanotech, biometrics, computing and information asset management.
- Managed media relations and a showcase of emerging satellite technology applications at the 2004 International Satellite Conference and Expo (ISCe)
- Through his “Bunn on Technology” articles filed with Television International which feeds to AP, Clear Channel and other news outlets, Mr. Bunn provides editorial perspective on emerging technologies to readers and over 1 million “Business of Success” radio listeners. He participates with media accreditation at major trade events covering the technology, consumer electronics, entertainment, nanotech and other knowledge and talent-based sectors.
- In advance of the Iraq invasion, Mr. Bunn contributed toward commercial trade in software development and IT-related services between Pakistan and USA through liaison with Pakistan, US and Canadian government officials and corporations, including business councils and the US Chambers of Commerce.
- Serving as Chief Operating Officer & VP, Marketing of VR Interactive Corp., (symbol VRI on CDNX), he transitioned the firm from its research focus to business-based management. Relationships with distribution, research and funding partners were clarified. Standard operating practices for project management, production, human resource management, forecasting and communications were established. Product strategies, pricing and promotional materials were rationalized. The firm secured product recognition awards and distributor confidence was increased. The firm was positioned to enjoy very high growth and profitability based on significantly improved predictability in its operations, suitability of its product offerings to global markets and improvement in distributor relationships.

Marketing

JCI Corporation

(Jan 1999 to Nov 2001)

As chief marketing officer, Mr. Bunn positioned JCI Corporation to secure dominance in North America’s film and TV entertainment creation market for its broadband-based digital collaboration services. The “CyberCarrier” application services included digital

file transport, storage and videoconferencing on a pay-per-use business model. Mr. Bunn created the marketing and communications plans, services identity and oversaw production of communications materials including promotional reel, website, corporate presentations, speeches, whitepapers and promotional materials. He managed the market introduction and public launch of JCI digital collaboration services and managed media, market and partner relations functions. He also actively supported capitalization activities including creating presentation materials and responding to marketing related due-diligence enquiries for private placement and possible public offering (NASDAQ and TSE). JCI secured service agreements with all major studios and post production firms in Los Angeles, New York, Toronto and Vancouver and established partnerships with Lucent Technologies, Global Crossing, Silicon Graphics and others. JCI had a valuation of \$625M in 2001 with \$200M of the placement “pre-sold” through CSFB, SSB, DS, etc.

(Independent Consultant)

Bunn Inc. (www.LyleBunn.com)

(July 1998 to Dec. 99)

Operating from a base in Toronto, Mr. Bunn was engaged as an independent consultant to provide strategic, tactical, policy-making and operational counsel for enterprise positioning and corporate development. He is a specialist in the areas of enterprise launch, the electronic economy (E-economy) and marketing.

His primary focus has been in assisting Information Technology and Telecommunications providers of advanced products and services in going to market. This has included enterprise and market positioning planning, capitalization and vertical, horizontal or geographic market capture.

Mandates included business unit and market capture planning for a range of firms offering telecommunications and technology-based products and services. These include DSL products, (digital subscriber line), large file transport, telecom engineering service, telecom equipment, E-Commerce executive education and regional economic development through investment definition and marketing. Outlines of several projects are as follows:

- Nortel Networks wished to launch a new business service which would provide strategic counsel in network planning and engineering narrowly targeted to only the world’s largest 100 enterprises. Lyle Bunn was asked to create the business plan for this organizational unit with input from various Nortel staff. The plan was implemented and the service unit is exceeding revenue projections. (*see www.nortelnetworks.com*)
- Rhythms NetConnections is one of North America’s earliest suppliers of ADSL telecom products and services. Mr. Bunn provided direction in the design of the firms’ business-to-business Internet presence and provided decision support in market targeting. He also created the template for Rhythms’ expansion into major urban centers. The netsite was created, and Rhythms is successfully building its North American presence based on this template.
- JCI Corporation wished to take its very highly advanced North American Extranet to market following several years of successful telecommunications and network

architecting research. Serving in a consulting capacity, Mr. Bunn provided initial opinion in the areas of marketing and communications planning and support for a possible initial public offering.

- “Strategies for Leadership in the new global E-conomy” was the theme of the 1999 Chief Information Officers (CIO) Summit. The CIO Summit is a premier annual forum of information exchange on issues related to the competitive advantage offered by information technologies. 350 senior corporate and public sector executives attend the two-day event, of which Mr. Bunn has been a guest of the Summit Sponsor Advisory Board since 1996. In 1999 he developed the entire E-Commerce Summit program, focusing it on a range of advanced E-Commerce issues. He identified and enrolled the participation of 27 preeminent E-Commerce theorist, strategists and practitioners to present status reports, case studies, implementation perspectives and keynote addresses on strategic and tactical issues related to E-Commerce. He advised each presenter in defining/refining their content and created program descriptions for use in promotional materials. The 1999 Summit exceeded previous event performance levels (despite generally lower levels of participation at executive forums and conferences in the Summit timeframe). Paid attendance was 32% greater than any previous summit and content quality was evaluated as 29% better than any previous year. Sponsor commitments for the 2000 CIO Summit exceed any previous year. (See www.ciosummit.com)
- Goldcare Indutiae Inc. called upon Mr. Bunn to launch its High Technology Mastermind program by identifying and enrolling “master level” expertise, candidate firms and funding sponsors. The initial one-year long mentoring forum introduced the CEO of 55 very high potential technology firms to expertise, resources and contacts that would normally be beyond their reach. Mr. Bunn also provided input to the program design and facilitated working sessions.
- Bay Networks: Bay Networks, a provider of Internet Protocol telecom equipment, required a method of mobilizing, motivating and continuously training its international reseller network. Mr. Bunn identified and introduced a state-of-the-art business-to-business E-Commerce approach, which was implemented as a priority initiative following acquisition of the firm by Nortel Networks in late 1998.
- DigIT Interactive has been an innovator in advanced business-to-business and business-to-consumer E-Commerce since 1996. DigIT shareholders engaged Mr. Bunn to successfully position the firm for acquisition. Through his efforts major projects were identified and secured, DigIT entered into alliance partnership with brand name firms, promotional materials were created, very high profile speaking engagements were arranged and areas of core competences were better articulated. This led to successful sale of the firm to the new media division of Quebecor Corp.
- The Greater Toronto Marketing Alliance (GTMA) is mandated to increase corporate investment in the Toronto area. The GTMA’s initial focus has been on global and emerging information technology and telecom (ITT) firms and those which are dependent upon telecommunications, (such as call centers, E-Commerce firms, advanced manufacturing, etc.). Mr. Bunn served on the ITT Steering Committee that directed the creation of ITT industry investment marketing materials. He also

conceived an April 2000 investment mission to Silicon Valley, California in which 30 representatives of Toronto's business, government, association and academic communities participated.

Other mandates of a confidential nature were undertaken and occasional counsel regularly provided to executives in a wide range of positions. Mr. Bunn's services have been provided in all major USA and Canadian centers.

Lyle Bunn has held "Top Secret" security clearance on a project basis and White House (East Wing) clearance.

For biographical or complete professional resume visit www.LyleBunn.com

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Dynamic Signage - Dynamic Place-based Media – Enterprise Media



Lyle Bunn (PH.D Hon.)

Principal and Strategy Architect,
BUNN Co.

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 one of 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.

Lyle Bunn is broadly recognized as a leading figure in the high growth Dynamic Media industry. Lyle was the only individual named to the Digital Signage Forum's 2005 Digital Signage Top Ten List, listed among such corporations as Thomson, 3M, Clear Channel, Focus Media and others.

Through his advisory and education services, he has contributed to the development of networks in retail, consumer services, hospitality and corporate environments for consumer, patron, staff and student communications.

His eBook titled the "Digital Signage Planning Guide," which was released in its 5th edition in June 2010 and is used around the world.

The "SPEED" Digital Signage Training Program, which was launched in late 2008 has been presented to over 2000 end users, advertising, integrator and supply professionals to accelerate projects and supply capability. In addition to private corporate programs, SPEED is provided at major industry events such as Digital Signage Expo.

He Chairs or presents at every major North American digital signage event. He is also among the first to carry Digital Signage, Digital Out-of-home and Enterprise Media perspectives into the broadcasting, consumer electronics, audio-visual industries and Silicon Valley technology sector with presentations at the National Association of Broadcasters (NAB), Consumer Electronics Show (CES), InfoComm and others.

In over 200 published articles and whitepapers, and serving as principal writer and editor of industry supplements included in USA Today, The Wall Street Journal and The National Post, Lyle has advanced the understanding and application of digital signage. He has written on such areas as "communications objectives, business models, project processes, media management, software selection, the communications continuum, content strategy and composition, mobile interface, loss prevention, measurement and a range of technology and business issues.

Lyle is credited with many “firsts” in the digital signage industry:

- He introduced the term “Enterprise Media” to reflect the use of visual messages, linked with other systems to achieve communications objectives.
- He coined the phrase “Dynamic Ad Provisioning” to describe the presentation of advertising or information content based on viewer demographic.
- He was the first to use the term “Middle Media” to describe the relationship between digital signage and other communications devices such as print, web and mobility.
- He identified the “Digital Signage Business System Provider (DS-BSP)” as an emerging supply model.
- He is credited with identifying the applications interface between passive RFID and digital signage.
- He has developed templates for Digital Signage / Digital Out-of-Home network planning and revenue forecasting.

He has advanced the awareness and application of fully-integrated “all-in-one” digital signage and has contributed to the development of digital signage supply by Audio/Visual and Information Technology Integrators, static sign and digital graphics providers.

Lyle serves as Academy Faculty of InfoComm International, on the Digital Signage Expo Advisory Board Industry Consultant's Council and on the Board of Advisors of Customer Engagement Technology World (formerly KioskCom/Self Serve Expo – Digital Signage Show).

He serves on the judging panels of the DIGI, POPAI, Screenmedia and the NEC Best of InfoComm awards.

Lyle is often referred to as an “industry expert” in articles, presentations, whitepapers and the corporate plans and press releases of companies. In the National Association of Broadcasters (NAB) Executive briefing series he is referenced almost a dozen times including in the initial pages of the book as “one of the better known and better versed champions of the recent digital signage movement.”

Lyle travels extensively and enjoys small craft sailing, golf, classic movies and trail biking.

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