



Dr. Lyle Bunn (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 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.

Lyle Bunn

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BUNN Co.

Office: 613-475-9121 Cell: 416-904-4426

Lyle@LyleBunn.com

30 Bayshore Road, Brighton, (Toronto) Ontario K0K 1H0

www.LyleBunn.com

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