

Lyle Bunn Dynamic Place-based Media – Subject Matter Expert



Lyle Bunn (Ph.D. Hon.) is an independent analyst, advisor and educator whose focus has been on Dynamic Place-based Media for the past 13 of almost 40 years in his fields of information technologies and telecommunications. He was recognized with an Honorary Doctorate for his significant contributions to education and the development of the Dynamic Place-based Media Industry (DSEG. January 2011).

Lyle is one of North America's most highly regarded providers of Dynamic Signage and Enterprise media expertise to end users, integrators, suppliers, operators and investors. His education and advisory services have helped in the development of hundreds of corporate, brand, ad-based and hybrid networks for consumer, patron, visitor, staff and student communications.

Lyle has published over 250 articles and whitepapers, and served as principal writer and editor of industry supplements included in USA Today, The Wall Street Journal and The National Post.

He was named as one of the "11 Most Influential People in Digital Signage" in August 2013 by Digital Signage Today, and as an industry Innovator and Influencer by Sign & Digital Graphics Magazine. Lyle was the only individual named to the Digital Signage Forum's 2005 Digital Signage Top Ten List, among such corporations as Thomson, 3M, Clear Channel, Focus Media and others. He serves on the Digital Signage Expo Advisory Board Industry Consultant's Council, on the Board of Advisors of Customer Engagement Technology World (CETW), as Academy Faculty of InfoComm International and on the judging panels of several industry award programs.

His education sessions range from introductory to advanced learning. The "SPEED" Digital Signage Training Program, that addresses all key elements of network planning, deployment and operations has been used by thousands of end users, network operations, advertising, integration and supply professionals to accelerate projects and supply capability. In addition to private corporate programs, SPEED is provided at major industry events.

His eBook titled the "Digital Signage Planning Guide," was released in its 5th edition in June 2011 and is used around the world.

He presents or moderates at every major North American dynamic media event and was one of the first to carry the messages of Digital Signage, Digital Out-of-home and Place-based media 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 International, National Restaurant Association, International Sign Association, to retailers and to others.

Lyle is often cited as an "industry expert" in articles, whitepapers, corporate plans and press releases of companies. In the National Association of Broadcasters (NAB) Executive briefing series he is referenced often including as "one of the better known and better versed champions of digital signage."

Lyle Bunn provides a range of services on a project, presentation or hourly basis to accelerate the sustainable success and mitigate risks for end users, investors, operators and suppliers of Dynamic Place-based media.

BUNN services

- Defining Network and Brand Objectives
- Strategy / Plan Creation & Optimization
- Project Launch
- Education / Briefings
- Content Strategy and Optimization
- Project / Network Planning, Review, Refinement and Optimization
- Supplier Identification, Selection, Negotiation and Contracting
- Situation, Opportunity & Market Assessment
- Business / Market Planning & Acceleration
- Alternatives Analysis
- Relationship Architecting (Engaging suppliers and partners)
- Supplier Development
- Project Consulting
- "The Doctor is In" Hourly Consultation

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