



Lyle Bunn to serve as judge for 2011 POPAI Digital Signage Awards

Sept. 8, 2010: Lyle Bunn, a well known figure in the Digital Signage industry will serve as a judge for the 2011 POPAI Digital Signage Awards to be presented the Marketing at-Retail Awards Gala on Tuesday, March 29, 2011 during GlobalShop in Las Vegas.

POPAI, the Global Association for Marketing at-Retail says “The contest highlights excellence and offers recognition of the creativity displayed in digital signage networks and content.”

In accepting the invitation Lyle Bunn said “Awards which recognize and celebrate innovation and best practices offer lessons that fuel industry growth, while instilling the confidence that advancements can and are occurring”. He continued “In my commitment to Digital Signage industry development, I applaud award program entrants for their willingness to share their best ideas openly. These end users, suppliers and brand managers deserve fair, independent judging and the recognition earned by their talents”.

Bunn is exposed to a very wide range of digital signage technologies, approaches and applications through his work with digital signage and dynamic place-based media.

About Lyle Bunn

Lyle Bunn is Principal and Strategy Architect of BUNN Co., an independent consultant, advisor, commentator and educator to investors, operators, suppliers and users of Digital Signage and Dynamic Place-based Media. He has contributed to hundreds of networks, projects and suppliers across North America since 2002, has over *150 published articles and whitepapers* including industry supplements in USA Today and The Wall Street Journal. He serves as *Academy Faculty* of InfoComm International and on the *Advisory Boards* of Digital Signage Expo and Customer Engagement Technology World. He was the only individual named in the 2005 Digital Signage *Top Ten List*, among Thompson, 3M, Clear Channel, Focus Media and others. His *eBook* titled the “Digital Signage Planning Guide,” in its *5th edition* is used around the world. And over 1600 people have been trained using the “*SPEED*” Digital Signage Training Program” developed and delivered by Lyle Bunn. He served as the *first Chair* of the Education Committee of the POPAI Digital Signage Working Group and presents regularly on digital signage events.