



New Training Program To “SPEED” Digital Signage Project Planning and Deployment

Digital Signage Specialist Lyle Bunn provides “SPEED”, an in-depth, accelerated training program for Digital Signage business and project planning.

Toronto, ON - December 11, 2008: The “SPEED” Digital Signage training program aimed at providing end users and suppliers with knowledge and techniques to better plan, launch, deploy, sell and apply digital signage was announced today by Lyle Bunn of BUNN Co. SPEED offers practical, accelerated training for potential and new end users, suppliers, advertisers and investors to improve business and project planning, launch, deployment and the application and use of Digital Signage and Digital Out-of-Home media.

Lyle Bunn, the author and primary presenter of SPEED is widely recognized for his independent writing, education and counsel in North America’s digital signage industry.

“SPEED” is an acronym for “Structures for Planning, Explanation, Excitement and Deployment.” The core half-day program is comprised of several modules that allow end user and potential suppliers of digital signage, such as Systems Integrators, Commercial Audio-Visual, Sign, Graphic, Digital Print, Content and other providers to better plan objectives, timelines and budgets, and define key elements of a digital signage initiative leading to technology selection, deployment, growth and successful operations.

Lyle Bunn, Principal of BUNN Co. who has authored and will be the primary presenter of the SPEED program said “This succinct, information-rich program will provide a sound foundation of knowledge and practice to organizations wishing to use or supply digital signage. SPEED fills the information gaps between the interest in using digital signage and the selection of technology.”

SPEED is a practical, accelerated “how to” program with take-away guides, structures and templates. It will get project champions and suppliers “up to speed” quickly to accelerate digital signage project lifecycles and provide the solid planning foundation needed for digital signage project success. “Internal project champions and supplier representatives will gain high value from this training program” said Bunn.

Availability

“SPEED” training has been scheduled for several end users and System Integrators, and is also offered for private presentations to technology suppliers including their partners and client, and for presentation at technology, marketing, advertising, retail and association events and conferences. SPEED can be customized to meet specific needs,

webinar and event schedules. SPEED is confirmed for May 5th presentation at KioskCom/The Digital Signage Show. See www.LyleBunn.com/SPEED

-30-

Contact:
Lyle Bunn
Principal & Strategy Architect
BUNN Co.
Office: 416-449-4440
Lyle@LyleBunn.com

ABOUT THE “SPEED” PROGRAM.

“SPEED” is the acronym for “Structure for Planning, Explaining, Excitement and Deployment,” a half-day training program comprised of modules for planning, selling launching and managing Digital Signage projects.

It addresses communications objectives, business models, the technology ecosystem, operations and critical success factors to improve the ability to define, “sell,” advance, assess and expand digital signage systems.

These modules address the following subject areas to enable a digital signage opportunity or initiative to be initialized, move forward and succeed on an ongoing basis. The following areas are addressed, and supporting and related information such as guides and templates are provided in order to increase the pace of project planning and success of deployment by end users or suppliers.

Several Planning Guides and Worksheets in native Word and Excel format are provided to help define and plan Digital Signage Projects. See www.LyleBunn.com/SPEED.

Module 1. DIGITAL SIGNAGE INDUSTRY OVERVIEW

Overview of the current state of growth and key directions of Digital Signage and Digital Out-of-Home as a communications application and an Industry. Core value propositions and industry drivers are fueling double-digital industry growth.

Module 2. ADVANCING THE PROJECT/OPPORTUNITY

- The Launch/Selling Process (The Champion, Concept presentation, planning, enrollment of others, Sourcing, pilot, evaluation, refinement, roll-out, continuous improvement.
- Champions, Decision-Makers and Influencers
- Focus on ROI and ROO
- Advancing the idea at various stages.
- Assessing project performance
- Proof of concept – awareness building

- Phase 1 deployment
- Transition for mass deployment

Module 3. THE DIGITAL SIGNAGE NETWORK DESCRIPTION

This module provides a framework for planning and describing key aspects of the possible or planned digital signage network. Funding sources, capabilities, outcomes, participants and approaches to operation are presented in a succinct overview.

Module 4. ELEMENTS OF THE DS/DOOH NETWORK

- The Enabling Effect (Lessons from Leonardo de Vinci and others)
- Digital Signage in Overview: Inherent, Unique Capabilities
- Relationship of DS with other Communications Tools (Web, Mobile, Print, etc).
- Business Models: Ad-based, Patron, Staff and Hybrids
- The “Why” of Digital Signage – Defining objectives available from DS in various environments (retail, hospitality, entertainment, consumer services, corporate, etc)
- Network Launch Considerations
- Network “Elements of Operations”
- The Technology “Ecosystem” (Hardware, Software, Connectivity, etc).
- Software Functional Considerations
- “Content” Elements of Operation
- Measurement (audit, URL hits, observation, eye gaze, checkout)

Module 5. GENERATING ADVERTISING

- Funding the network
- Value to Advertisers.
- Ad sales Process.
- Rates and prospective advertisers
- Metrics that drive ad sales success.
- Revenue projection model (premiums and discounts).
- Ad Sales Agencies and other ad sources.
- Unique factors – Compliance, content suitability, business cycle.

Module 6. CONTENT: STRATEGY & COMPOSITION

- Content Samples – Best Practice
- Style Guide
- Standards of Content/Advertising
- Playloop Strategy and Structure
- Content composition guidelines
- Best practices in content
- Sources (RSS, PSA, Additional Info, etc.)

Module 7. BEST SOURCES OF ADDITIONAL INFORMATION

This module provides sources of additional useful materials, including publications, events and associations, along with some useful contact points for sourcing hardware, software, connectivity, ad sales, audit, project funding, content and other elements from experienced suppliers comprising the digital signage "ecosystem."

Module 8. COSTING ELEMENTS OF THE NETWORK

- Cost Decisions in the Business Model
- Digital Signage as a “platform” offering
- Network Deployment Costs - Capital
- Operating Costs

See www.LyleBunn.com/SPEED

ABOUT LYLE BUNN - “SPEED” PROGRAM AUTHOR AND PRESENTER

Lyle Bunn is the Author and Primary Presenter of the “SPEED” program. He has been called a “guru” in North America’s digital signage industry and is highly regarded as an independent advisor, commentator and educator to end users, network operators and suppliers in the industry.

He has served as strategy architect and contributed to the planning and deployment of a wide range of digital signage networks in retail, consumer services, hospitality and corporate environments for consumer, patron, staff and campus communications. He has also helped to successfully position technology and services providers for digital signage supply.

A Google search of “Lyle Bunn Digital Signage” gets over 250 references. He was published over 75 articles and was the principal author of “The *new* Madison Avenue Diet – The Strategy for Performance-Focused Dynamic Signage Content” published by Alchemy. His eBook titled the “Digital Signage Planning Guide,” is in its 3rd edition and is in use around the world.

Lyle is a member of the Adjunct Faculty of InfoComm and has served as conference chair, presenter or moderator at every major North American digital signage event held over the past several years and regularly presents at corporate and association events.

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. Lyle is often referred to as an “industry expert” in articles, presentations, whitepapers and the corporate plans and press releases of companies, and he has been one of the first in the digital signage industry to carry industry perspectives into the broadcasting and consumer electronics industries. **See www.LyleBunn.com**