



SPEED Digital Signage Training Program Now Available Online Through Digital Screenmedia Association

Louisville, KY – Sept. 14, 2010: The [Digital Screenmedia Association \(DSA\)](#) has partnered with BUNN Co. to make the popular [SPEED Digital Signage Training Program](#) available online.

SPEED is available as the complete 4-hour program in four one-hour subject matter modules to serve the needs of project managers, end users, integrators and suppliers who are advancing digital signage and dynamic place-based media initiatives. Program information and registration is available at www.digitalscreenmedia.org/speed.

SPEED is approved by InfoComm International for Certified Technology Specialist (CTS) professional certification for 4 Renewal Units (RUs). The program covers:

- Digital Signage Overview, Directions and Value
- Advancing the Project
- Defining and Designing the Digital Signage Network Deployment
- Advertising Revenues
- Network Financials
- Playlist Design
- Content Best Practices
- Best Sources of Additional Digital Signage Information.

The cost is \$75 per one-hour session or \$195 for all four sessions. Access to the training also includes PDFs of the PowerPoint presentations and the ability to ask questions of the presenter.

David Drain, DSA executive director, said “There is a real need for training in the digital signage industry, so we’re pleased to partner with Lyle and make his program available as an on-demand webinar. While Lyle’s program is especially helpful for anyone who is new to digital signage, even those who are experienced will find it valuable and will reference his material again and again.”

The SPEED program and its elements, including templates for network design, playlist planning, content composition and ad revenue forecasting has been presented to thousands of professionals and refined over the past two years by Lyle Bunn, principal of

BUNN Co., a highly regarded business and project consultant and educator in North America's digital signage industry. Bunn said, "The real-world, vendor agnostic perspectives and best practices presented in SPEED make it an excellent starting, or updating point for success in digital signage use and supply."

DSA President Stuart Armstrong, who is president of EnQii North America, has said "I was truly impressed with the quality of the information and Lyle's instructional style. I am confident that folks coming out of his program will be better prepared to maximize the upside while lowering the risk of their digital signage program."

SPEED will continue to be delivered live at major industry events and in private classes.

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About SPEED

The SPEED Digital Signage Training Program is a practical, vendor neutral, accelerated how-to program comprised of eight modules in four segments, with planning templates in primary areas of digital signage network planning and operations. The SPEED program was developed and is delivered by Lyle Bunn of BUNN Co. a highly regarded business and project consultant and educator in North America's digital signage industry. SPEED provides knowledge and templates to guide end users, network operators, suppliers, advertisers and investors to improve business and project planning, launch, deployment, application and the use of digital signage and digital out-of-home media. The information presented is based on industry best-practices, objective, vendor-agnostic and applicable to initiatives in any application, environment, funding or supply model. See www.LyleBunn.com/SPEED

About Digital Screenmedia Association (DSA)

The Digital Screenmedia Association was formed through the April 2010 merger of the Digital Signage Association and the Self-Service & Kiosk Association. With over 650 members, the purpose of the DSA is to advance the growth and excellence of the global digital signage, interactive kiosk and mobile community through advocacy, education and networking. See www.digitalscreenmedia.org.

Contacts:

Lyle Bunn
Principal & Strategy Architect
BUNN Co.
Tel: 613-475-9121
Lyle@LyleBunn.com

David L. Drain
Executive Director
Digital Screenmedia Association (DSA)
Tel: (502) 489-3915 x232
davidd@digitalscreenmedia.org