



“SPEED” Digital Signage Training Program delivered to 2000 professionals.

“SPEED II” being developed to augment successful SPEED in-depth, accelerated training program for Digital Signage business and project planning.

New York, NY – Dec. 20, 2010: The “SPEED” Digital Signage Training Program reached a milestone of live delivery to 2000 people during a private program in New York. The program, which had its debut in January 2009 at a private presentation to executives of the subsequent award-winning Air Canada Center deployment, has been delivered in private and public sessions by program author Lyle Bunn to 2000 end users, advertisers, brands, integrators, suppliers, network operators and investors of Dynamic Place-based media.

SPEED provides insights and information along with planning templates to successfully plan, design and operate enterprise or for-profit Digital Signage Networks. The information is objective, vendor-agnostic and applicable to initiatives in any application, environment, funding or sourcing/supply model.

Lyle Bunn said “the uptake for the SPEED program illustrates the excitement for Digital Signage and the desire to be efficient in “getting it right”. New project and supply professionals benefit from the key perspectives, industry best practices, structures and many examples that comprise the continuously updated program”.

The SPEED program is offered privately and at primary industry conferences and was recently made available in pre-recorded down-loadable education program from the Digital Screenmedia Association (DSA). It provides a credit of 4 Renewal Units (RUs) toward Certified Technology Specialist (CTS) certifications by InfoComm International.

The “SPEED II” program, aimed at accelerating the success of Enterprise Media and Media as Enterprise is in development for release in early 2011.

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About “SPEED”

“SPEED” is an acronym for “Structures for Planning, Explanation, Excitement and Deployment.” It is a practical, accelerated “how to” program with take-away guides, structures and templates structured as a half-day program comprised of eight modules.

These allow end users, agencies and suppliers of digital signage, such as technologies, 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. It gets 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. “SPEED” is 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. See www.LyleBunn.com/SPEED

About Lyle Bunn

Lyle Bunn, the Author and Primary Presenter of the “SPEED” program has been named with an Honorary Doctorate by the Digital Signage Expert Group for his contributions to industry education. He is highly regarded as an independent advisor, commentator and educator to end users, network operators and suppliers in North America’s Digital Signage 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. He has published almost 200 articles and his eBook titled the “Digital Signage Planning Guide,” will soon be released in its 5th edition. Lyle is a member of the Academy Faculty of InfoComm and has served as conference chair, presenter or moderator at every major North American digital signage and media conference held over the past several years. See www.LyleBunn.com

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