

Lyle Bunn Services to Suppliers of Digital Media Products and Services.

Intelligence, Market Positioning, Profile & Partnerships



Providers of dynamic media products and services are key to end user success with the medium. If you are an agency, an AV/IT integrator, a provider of content or static signs, or a provider of mature or a new technology, let me provide perspectives that can help end users benefit from your capabilities while you go to market more quickly and successfully.

End users and network operators in North America are spending about \$7 billion annually on digital signage related products and services, and this continues to grow at about 23% compounding annually.

I estimate that 20 million displays are operational in locations where people shop, gather, wait, travel, work and study. 2 million new displays, with all the infrastructure that it takes for these to operate, are being added each year.

New interfaces in the “paid-owned-earned” media model are maximizing the value that place-based media delivers. And, integration with others platforms, such as detection, mobile, online and enterprise applications are adding value to the place-based media investment.

Through this, end users and go-to-market partners are becoming more demanding, knowledgeable, discerning and sophisticated - while seeking the tools and the operating and sourcing approaches that can best meet their needs.

Let me help you become a better provider of digital signage and place-based media products and services by helping to train your sales, support and partner personnel, and by providing input to help you refine your marketing strategies and go to market approaches.

While I am not able to sell or represent your offerings, in the interest of my vendor-neutral services to end user, but I can help you to assure that your organization is focused on market approach that are most attractive to end users.

I can help you understand market needs and it's changing dynamics.

Contact me at Lyle@lylebunn.com or telephone me directly at 613-475-9121 to discuss how I can help you get what you need and want.

BUNN

www.LyleBunn.com