



4th Edition of eBook “Digital Signage Planning Guide” includes “SPEED” program materials.

Digital Signage Planning Guide 4th edition to be released at InfoComm09.

Toronto, ON – June 1, 2009: Lyle Bunn, who is well-known for his commitment to education in the Digital Signage industry, will release the 4th Edition of the “Digital Signage Planning Guide” CD Rom eBook at InfoComm09 in Orlando on June 16th. The inclusion of “SPEED” digital signage training program materials and templates to the latest edition of the eBook will add high value to the eBook as a resource.

First released in 2005, the Digital Signage Planning Guide, which is delivered on a CD ROM, now includes 74 chapters in five sections including Overview and Glossaries, Network Planning, Uses and Applications of Digital Signage, Content and Progress Briefings. The guide has been shipped to over 14 countries for use by end users, investors, technology providers, suppliers, integrators and students.

The 4th edition, available at www.LyleBunn.com for \$95.95 will also include the handout materials and templates authored and used by Lyle Bunn to provide the “SPEED” Digital Signage Training Program, which was recently delivered to the 500th person during the Digital Signage Show/KioskCom held in Las Vegas. End user organizations, network operator and suppliers have benefited from internal, sponsored and event-based programs throughout North America since “SPEED” was first offered in mid January 2009.

About the Author: Lyle Bunn

Lyle Bunn 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. 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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