



DSEG Recognizes Lyle Bunn with Honorary Doctorate

Lyle Bunn recognized by Digital Signage Expert Group for contributions to industry development through education.

Vista, CA – Jan. 2, 2011: The Digital Signage Expert Group (DSEG) today recognized Lyle Bunn with their honorary “Doctorate of Digital Signage” for his contributions to the ongoing advancement and development of the Digital Signage industry through education.

Alan Brawn, Co-Founder and Chair of the Digital Signage Experts Group Program said, “Lyle Bunn is an industry visionary whose work in Digital Signage project definition and planning has been extremely valuable in clarifying project processes, defining a project road map and navigating critical success factors.”

In presenting the recognition Brawn noted that “Lyle Bunn has advanced the industry through focusing a bright light of attention on digital signage and publishing almost 200 industry articles and whitepapers in numerous industry and business publications including USA Today, The Wall Street Journal, and the National Post. He has provided education to business and communications professionals at every major industry event and helped shape conference education programs through his advisory roles. He has helped honor those deserving of industry wide recognition by serving on the judging panels of the DIGI and POPAI award programs. We honor the work and the man.”

Lyle Bunn said “I feel privileged by this recognition from Digital Signage Expert Group, an industry organization that is so key to the digital signage industry. By providing impartial, agnostic, and vendor neutral education for supply professionals and end users who seek foundational knowledge and professional recognition, DSEG plays a vital role in getting the industry the respect of the outside world that it so richly deserves”.

The Digital Signage Expert Group established the honorary “Doctorate of Digital Signage Award” program in recognition of individuals who have gone above self-interest and volunteered selflessly their personal time to advance the digital signage industry as a whole in a meaningful way. Lyle Bunn is the first recipient of this honor. Nominations are accepted by the DSEG Board of Advisors who vote on the nominees to be so honored.

About Digital Signage Expert Group (DSEG)

The Digital Signage Expert Group founded in 2008 was established to provide professional industry certifications and recognition for participants and end users in the digital signage industry. DSEG is served by a Board of Advisors made up of leading members of the digital signage community including writers, consultants, trade associations, and end users. Certification courses include “The Digital Signage Certified Expert (DSCE)”, “Digital Signage Network Expert (DSNE)”, “Digital Signage Display Expert (DSDE)” and “The Digital Signage Sales Professional (DSSP)” DSEG Certification programs are embraced and adopted by the Digital Signage Federation and major distributors and manufacturers. Certifications are available at live events like the Digital Signage Expo and as online programs. For more information go www.digitalsignageexperts.org .

About Lyle Bunn

Lyle Bunn is a highly regarded independent consultant, advisor, commentator, writer, and educator to the digital signage industry and specifically to investors, operators, suppliers and users of Digital Signage and Digital Out-of-Home (DOOH) Media – broadly recognized as a leading figure in the high growth Dynamic Media industry. He is the author and presenter of "SPEED" a 4-hour digital signage program comprised of eight modules to provide project and business development momentum. For more information to www.LyleBunn.com

Contact:

Alan Brawn
Digital Signage Experts Group
Phone: (760) 599-6530
alan@brawnconsulting.com

Lyle Bunn
BUNN Co.
Office: 613-475-9121
Info@LyleBunn.com