



“SPEED” training delivered to 500th person

The “SPEED”, in-depth, accelerated training program for Digital Signage business and project planning has been delivered to 500 end users and suppliers over the four-month period since it was announced.

Las Vegas, NV – May 5, 2009: The 500th person was trained on the “SPEED” Digital Signage training program by Digital Signage industry consultant Lyle Bunn at a special, pre-show presentation offered to delegates of 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 the program was first offered in mid January 2009.

SPEED provides information and templates drawn on direct experience that is useful to planning, promoting and advancing digital signage projects. The information is objective, vendor-agnostic and applicable to initiatives in any application, environment, funding or supply model.

Following review of the May 5th SPEED program, Bob Fincher, EVP of NetWorld Alliance which serves the digital signage and self serve industries as industry associations managers and publishers said “I have never been in a better seminar in my life. Lyle has a mastery of the information and he really connects with the audience”

David Drain, Executive Director of the Digital Signage Association noted that “The SPEED program packs a lot of valuable information in a short amount of time that will surely help organizations to avoid mistakes and save time. Every end user and supplier could benefit, because Lyle has picked the best information available from across the industry and has distilled this down to the “must-know” facts, and framed these in a way that makes it very usable to move projects forward quickly and successfully.

Kathy Bienz, Director - Channels Management, Americas, Harris Corporation said "With Lyle's informative program, Harris was able to assist partners new to the Digital Signage - Digital Out-of-Home (DS-DOOH) market vertical in laying a solid foundation, and for those already involved, to expand their expertise in successfully addressing DS-DOOH opportunities and growing their businesses. Our channel partners were thoroughly impressed with the program - we heard several of them exclaiming "I finally 'get it'!"

Stuart Armstrong, President of EnQii North America, who also serves as President of the Digital Signage Association, who also reviewed the May 5th program 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.”

The SPEED program was developed and is delivered by Lyle Bunn of BUNN Co. a highly regarded project consultant and educator in North America’s Digital Signage industry. SPEED is aimed at providing end users and suppliers with knowledge and techniques to better plan, launch, deploy, sell and apply digital signage. It offers practical, accelerated training for potential and new end users, suppliers, advertisers and investors to improve business and project planning, launch, deployment and the application and use of Digital Signage and Digital Out-of-Home media.

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 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 100 articles and his eBook titled the “Digital Signage Planning Guide,” will soon be released in its 4th 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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