

**FOR IMMEDIATE RELEASE:**

**Content strategies summit for digital signage offers insights to maximize your results and network success by delivering the right content at the right time**

New York, NY — April 17<sup>th</sup>, 2009 — Creative and content leaders will share their experience on how digital signage networks can engage customers and generate ad sales at the 4<sup>th</sup> Annual Digital Signage Content Strategies Summit, to be held on May 12 and 13, 2009 at Caesars Palace in Las Vegas.

The world's only content-dedicated conference for the digital signage industry will feature presentations from:

- Conor Brady, VP, Creative, Organic
- Al Wittemen, Managing Director of Shopper Marketing, TracyLocke
- Christopher Gray, Psy.D. VP of Shopper Psychology, Saatchi & SaatchiX
- Will McGinness, Creative Director & Associate Partner, Goodby, Silverstein & Partners
- Doug Bolin, Experience Lead/Content Strategy Lead, Razorfish
- Andreas Redlich, Executive Creative Director, Publicis Germany
- Peter Müller-Brühl, Business Development Leader, Fischer Appelt, TV Media
- Brian Hirsh, President, Retail Entertainment Design
- Lon Otremba, CEO, Access 360 Media

Thousands of flat panel screens displaying content can now be found in locations ranging from retail and grocery stores, to bars, health clubs, malls and more. The networks provide a mix of programming and advertising similar to television with the ability for customization depending on location, time of day and context.

The medium is more than “signage” said Conor Brady, VP Creative for digital marketing agency, Organic. “It has the potential to go way beyond push messaging.”

Brady will join Mike Geiger, Chief Digital Officer at Goodby, Silverstein & Partners and John Montgomery, Executive Creative Director at Threshold Interactive on a panel titled “*From the bedroom to the streets...storytelling via place-based media.*”

“I’m looking forward to our session as we explore how new technology can evolve our approach to Digital Out-of-Home advertising, to create a more powerful dialogue between brand and consumer,” said Brady.

The audience will also hear from Al Wittemen, Managing Director of Shopper Marketing at Dallas-based TracyLocke, who is similarly excited about the medium’s role in transforming message targeting, relevancy and most importantly, ROI.

“Today’s technology and evaluation techniques allow us to create content, measure it, analyze it, then change it accordingly,” he said. “This is retail at its best.”

Additional insights on shopper marketing and in-store media will come from Saatchi & Saatchi X, Target and Best Buy.

“This two-day Summit will showcase content from North America and Germany, offer tips on leveraging digital assets across platforms, and provide information on content strategy and sourcing” said Yashod Bhardwaj, Project Manager at Strategy Institute. He indicated that delegate attendees will include Wal-Mart, Wendy’s International, AccuWeather, Best Buy,

Indoor Direct, Reflect Systems, Vox Optim, Wachovia Wells Fargo, Studio Square, MediaVest, Martin Agency, ALC, Splice Here, Daktronics, Autonet TV, KidCare TV, Big Smack TV, couple of international players and other stake holders displaying the key importance Content is receiving in increasing end-user engagement on the screens.

Sponsors for the event include Arbitron Out-of-Home, MediaTile and TouchTunes.

Details: [http://www.strategyinstitute.com/051209\\_content/dsp.php](http://www.strategyinstitute.com/051209_content/dsp.php)

#### About Strategy Institute

Strategy Institute is a leader in delivering timely knowledge and best practices to the digital signage industry since 2005. The organization was one of the first in the space and continues to support and foster growth of digital signage/narrowcasting through its annual conferences.

Contact:

Yashod Bhardwaj  
Project Manager  
Strategy Institute  
New York | Toronto  
1-866-298-9343 x239  
[bhardwaj@strategyinstitute.com](mailto:bhardwaj@strategyinstitute.com)  
[www.strategyinstitute.com](http://www.strategyinstitute.com)

###