

Digital Signage Technology Summit to Debut at InfoComm 2008

Strategy Institute, the leader in digital signage, in-store TV and narrowcasting education has teamed up with the worldwide leader in AV exhibitions to bring a new event to the professionals in the audiovisual and information communications industries. The DS Tech Summit, produced and managed by Strategy Institute will be held on Monday and Tuesday, June 16-17, 2008. The official kick off for the InfoComm exhibition in Las Vegas will be on Wednesday, June 18.

([PRWeb](#)) February 8, 2008 -- Strategy Institute, the leader in digital signage, in-store TV and narrowcasting education has teamed up with the worldwide leader in AV exhibitions to bring a new event to the professionals in the audiovisual and information communications industries.

"InfoComm is looking forward to partnering with the Strategy Institute at InfoComm 08," says Randal A. Lemke, Ph.D., Executive Director, InfoComm International. "Issues related to digital signage are of paramount concern to our attendees and exhibitors, and we believe the Strategy Institute Digital Signage Technology Summit will complement and augment InfoComm's offerings in this growing area of the AV marketplace."

The DS Tech Summit, produced and managed by Strategy Institute will be held on Monday and Tuesday, June 16-17, 2008. The official kick off for the InfoComm exhibition in Las Vegas will be on Wednesday, June 18.

Technology breakthroughs and the drop in hardware costs have now made digital signage an affordable way to communicate way finding, educate employees and delivery public safety messages. Leading corporate, healthcare, education and government facilities, including the National Press Club, Mayo Clinic, Princeton Medical Center, University of Houston Downtown have adopted the technology.

End-users, audio-visual professionals, integrators, systems contractors and more who attend DS Tech will take their first steps towards becoming a digital signage expert.

"We're excited to bring our model of relevant case studies, real-world solutions and top-notch speakers to help better educate the buyers and advisors on the benefits of digital signage," says David Laird, president of Strategy Institute.

The two-day event will cover a range of issues including different systems capabilities for emergency, security, training and entertainment; the newest and best use of technology applications; rollout planning from pilot stage to implementation; vendor and partner selection for success and more.

The Institute is looking forward to working with its partners and supporters in putting together a first-class event that will move digital signage integration and application forward in the AV marketplace, says Laird.

About Strategy Institute

The Strategy Institute is a leader in digital signage, digital out-of-home media and narrowcasting education. The Institute has worked with a number of industry partners to develop five annual summits held in Las Vegas, Chicago, New York (two) and Toronto. A vital knowledge source for corporate North America, the Strategy Institute is an independent, research-based organization which monitors and communicates changes and trends in business and business strategy. The Institute provides decision-makers with strategic information to enhance their

business judgment. For more information, visit www.strategyinstitute.com

About InfoComm International

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has 4,300 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 70 countries. InfoComm International is the leading resource for AV market research and news. It is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. Additional information is available at www.infocomm.org.

Mark Fairhurst
Senior Manager, Marketing
Strategy Institute
1-866-298-9343

###

Contact Information

MARK FAIRHURST

Strategy Institute

http://www.strategyinstitute.com/061608_dsts/dsp.php

416-944-9200

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PRWebPodcast Available

[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)