

FOR IMMEDIATE RELEASE:

End users from 11 organizations gather to share success factors and lessons learned for digital signage deployment at DS Tech Summit.

May 8th, 2009 — Close to a dozen end user case studies will be featured at the 2nd Annual Digital Signage Technology Summit, to be held on June 16 and 17, 2009 at the Orange County Convention Center in Orlando.

The benefits of digital signage as an affordable and effective way to communicate in real-time have been realized by many industries and organizations.

“For me, digital signage is all about information exchange and enhancing the experience,” said Michael Kilgore, vice president of marketing at the Tampa Bay Performing Arts Center. “We’re able to provide information and entertainment as people approach our theaters.”

The center is leveraging the sight and sound capabilities of digital signage to create a rich and immersive experience for show attendees, which in addition to programming, “can be a competitive advantage,” said Kilgore who is speaking at the Summit. Other end user case studies include:

- Newark Beth Israel Medical Center
- Lockheed Martin Aeronautics
- Jyske Bank (Denmark)
- Georgia Aquarium
- SAIT Polytechnic (Calgary, Canada)
- The University of Texas at El Paso
- Art Institutes & South University
- Newseum
- Central Florida Community College
- Taft Stettinius & Hollister, LLP

The event is being held as part of the InfoComm line up and is the second year of partnership between Strategy Institute and the worldwide leader in audio-visual exhibitions.

“InfoComm looks forward to partnering again with the Strategy Institute, and promoting the digital signage education that is essential to understanding this vital segment of the AV industry,” said Randal A. Lemke, Ph.D., Executive Director, InfoComm International.

“Topics to be covered include the different applications of digital signage, technology selection, implementation, management and more” said Yashod Bhardwaj, Project Manager at Strategy Institute. He indicated that delegate attendees will include The World Bank, CBCI Telecom, Cornell University, Laser Light Engines, Modern Age Plastics, South East Community College, Social Security TV, Sypro Optics, Wayne State University, Smithsonian Institution, Beckman Consulting, Danville Area Community College, University of Toronto, Indico and many other public and private institutions who wish to learn more about the technology and are really motivated and ready to invest in Digital Signage.

“This event is a great place to meet others in the digital signage field, giving all of us participants the opportunity to share expertise, knowledge and new ideas,” said Jorge Palafox, who attended

the event last year and is returning as a speaker. He will be sharing his insights as the digital signage coordinator at SAIT Polytechnic, a higher education institution based in Calgary, Canada.

The Summit is a must attend for end users, systems integrators, consultants, and solutions providers of digital signage.

Sponsors for the event include MediaTile, Tigtrope Media Systems, Cisco, Canvys – Visual Technology Solutions and Chief Manufacturing.

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.

About Strategy Institute

Strategy Institute is a leader in delivering timely knowledge and best practices to the digital signage, digital out-of-home media, and narrowcasting industry since 2005. The organization was one of the first in the space and continues to support and foster industry growth through its annual conferences. The Institute provides decision-makers with forums to enhance their business judgment and to facilitate knowledge sharing.

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