

APEX And Content Awards

During Digital Signage Expo, winners of the APEX and Content Awards were announced. Gold, Silver and Bronze APEX Awards were presented in eight categories, from 57 entrants:



ARTS, ENTERTAINMENT, RECREATION

Gold: NYC & Company with GestureTek

Silver: Adler Planetarium with NEC Display Solutions

Bronze: The Olympic Experience Museum of the Olympic Committee of Israel with C-nario

CORPORATE & GOVERNMENT

Gold: Unisys Belgium NV with X20 Media

EDUCATION & HEALTHCARE

Gold: Northern Virginia Community College with Cisco Systems

Silver: BC Children's Hospital Foundation with Scala, Inc.

Bronze: Indiana University with Scala, Inc.

PUBLIC SPACES

Gold: Amsterdam RAI with Scala, Inc.

Silver: IDS Center-Inland American Office Management with AlivePromo, Inc.

Bronze: Cincinnati Center City Development Corp. with Aerva, Inc.

HOSPITALITY

Gold: Zoom Media & Marketing with LocaModa, Inc.

Silver: ARAMARK with Wireless Ronin Technologies

Bronze: Portland Trailblazers/Rose Garden Arena with Omnivex Corp.

RETAIL

Gold: Miele Inspirience Centre with Scala, Inc.

Silver: Sprint Studio Store with Scala, Inc.

Bronze: Turk Telekom Group/TTGaleri with Dreambox

STADIUM & ARENAS

Gold: Miami Dolphins Land Shark Stadium with Cisco Systems

Silver: Miami Heart/American Airlines Arena with Sony Electronics

Bronze: Maple Leaf Sports & Entertainment with Digital Display & Communications/Omnivex Corp.

TRANSPORTATION

Gold: The Port Authority of NY and NJ with Tightrope Media Systems

Silver: Underground of Barcelona with ADMira Digital Networks

Bronze: Monopoly MediaZoom TV with Scala, inc.

In addition, six Content Awards were presented to winners in two categories, from 57 entrants:

NON-INTERACTIVE CONTENT

Best Experiential Content: PlayNetwork for Genesco

Best Information Content: Visix, Inc., for Reeve Union-UW Oshkosh-Titan Pride

Best Product Content: St. Joseph's Content-Alchemy for Dunkin' Donuts

INTERACTIVE CONTENT

Best Experiential Content: LocaModa for Zoom Media & Marketing

Best Information Content: X20 Media for PSAV & X20 Media

Best Product Content: Wireless Ronin Technologies for ARAMARK

According to Chris Gibbs, President of ExpoNation, LLC, which produces Digital Signage Expo, "We received an extraordinary number of entries for both the APEX and Content Awards for 2010, which is not only a reflection on the continued growth of the digital signage, interactive technologies and Out-of-Home Network industry, but it is also clear that the work being done is raising the bar significantly in terms of quality and excellence." Sound & Communications Editor David A. Silverman was a member of the APEX judging panel.