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Digital Out of Home - Insight, knowledge and Opinion

DDC With Omnivex Among Apex Award Nominees For Air Canada Centre Work

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The strategy, planning and execution of one of the most sophisticated digital screen networks in the sports facility world, at Toronto's Air Canada Centre, (see our Sept. 10, 2009 article) has earned digital signage consultancy [Digital Display & Communications](#)



a 2010 awards nomination at the digital signage industry's largest event in North America.

[Digital Signage Expo](#) announced nominations on Jan. 28, across eight categories, for excellence in specific elements of the fast emerging industry.

DDC was cited, along with its chosen software supplier [Omnivex Corp.](#), for its comprehensive work on the \$3 million installation, switched on for fans of the [Toronto Maple Leafs](#) and Toronto Raptors in fall, 2009. The project was built around a media communications plan that saw the fan experience dramatically enhanced, sponsor messaging opportunities boosted and a media sales plan developed that is expected to allow the building owner, [Maple Leaf Sports and Entertainment](#), recover its investment in approximately two years.

The screen network – now with more than 320 HD-quality video display monitors installed in a wide variety of configurations – was part of a massive \$50 million facelift to the landmark facility, which is among the five busiest sports and events centers in the world.

Gold, Silver and Bronze awards will be presented in each category at the APEX Awards, with DDC and Omnivex finalists in the **Sports Facilities** category with a couple of technology giants: [Cisco Systems](#) for work with [Miami Dolphins/Land Shark Stadium](#) (now Sun Life Stadium); and [Sony Electronics](#) for [American Airlines Arena](#), also in Miami.

Other nominees in their categories include:

Art, Entertainment, Recreation:

[Adler Planetarium](#) ([NEC Display Solutions](#));

[NYC & Company](#) ([GestureTek Inc.](#));

The Olympic Experience Museum of the Olympic Committee of Israel ([C-nario](#))

Corporate & Government:

[Unisys Belgium NV](#) ([X2O Media](#))

Education & Healthcare:

[BC Children's Hospital Foundation](#) ([Scala Inc.](#));

[Indiana University](#) ([Scala Inc.](#));

[Northern Virginia Community College](#) ([Cisco Systems](#))

Public Spaces:

[Amsterdam RAI](#) ([Scala Inc.](#));

[Cincinnati Center City Development Corp.](#) ([Aerva Inc.](#));

[IDS Center – Inland American Office Management](#) ([AlivePromo](#))

Hospitality:

[ARAMARK](#) ([Wireless Ronin Technologies](#));

[Portland Trail Blazers/Rose Garden Arena](#) ([Omnivex Corp.](#));

[Zoom Media & Marketing](#) ([LocaModa Inc.](#))

Retail:

[Miele Inspirience Centre](#) ([Scala Inc.](#));

[Sprint Studio Store](#) ([Scala Inc.](#));

[Turk Telekom Group/TTGaleri](#) ([Dreambox](#))

Transportation:

[Monopoly Media/Zoom TV](#) ([Scala Inc.](#));

[The Port Authority of NY & NJ](#) ([Tightrope Media Systems](#));

[Underground of Barcelona](#) ([ADmira Digital Networks](#))

The winners will be announced Feb. 24 at a banquet in Las Vegas, during the DSE trade show.