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## >Large-Scale Digital Signage Deployment

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### Digital Signage Masters Series set to drop the puck in Toronto

[Christopher Hall](#) editor  
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Digital signage expert/enthusiast Lyle Bunn is starting a new educational series for DOOH professionals, The Digital Signage Masters Series, to put industry best-practices on display.

The inaugural Masters Series event is set for tomorrow in Toronto, with Bunn to moderate a discussion of the award-winning digital signage deployment in the Air Canada Centre, home of the NHL's Toronto Maple Leafs and the NBA's Toronto Raptors.

"The Masters Series presents case studies that relate to the best practice of the use of digital signage in different vertical markets," Bunn said yesterday by phone. "The objective of the Masters Series is to have end-users sharing fairly candidly what they did, how they did it and the pain points they had to resolve along the way."

The goal of the series is to have the project management teams of large-scale deployments speak about how they achieved their success, Bunn says, and the programming will run the digital signage gamut. Talks will cover projects from end to end, he says, from getting management to sign off on the project, to designing the architecture of the network, defining the project's expected ROI, producing the content strategy, sourcing and deploying the entire system and then meeting the objectives through content and operating the network.

Bunn says he is looking for generally large deployments, preferably those that are award winners that have been reviewed by independent panels, to feature in the series.

"Then we have the opportunity to have an in-depth presentation and a fairly candid Q and A after that," he said. "What we intend to do is accelerate possible projects and improve supply capabilities."

The first in the series is tomorrow, July 21st, and the Air Canada Centre makes a worthy subject, Bunn says, because in the nine months from planning to lights-on deployers installed 320 displays with 16 media channels in the arena that also plays host to about 200 concerts and special events each year.

The event will be held on-site at the Air Canada Centre, and in addition to the presentation attendees will be taken on a walk-through of the facility to see how the new network was integrated into the site's architecture.

The deployment's primary was Canada's DDC, Digital Display & Communications, which was recently acquired by Canadian theater chain Cineplex, and other main suppliers included [Omnivex](#), [Samsung](#), [LG Electronics](#) and Tuff Technology, Bunn says.

The next in the series is scheduled for August 18th, also in downtown Toronto. It will be focused on best practices in retail digital signage and will feature Cathy Stauffer, vice president of customer experience at network developer and service provider PRN, Premier retail Networks, which is in more than 10,000 retail and dining locations and reaches close to 100 million consumers a month.

Bunn also says the series, at least initially, also fit into a general theme of Canada revving up its digital signage. Canada's National Post on Sept. 8th will run a special digital signage supplement similar to the one run in the United States in the Wall Street Journal and USA Today.

For more information on the Masters Series, contact Bunn at [info@LyleBunn.com](mailto:info@LyleBunn.com).

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