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## Omnivex Corporation Wins 2010 Blue Sky Award

Gail Chiasson, [North American Editor](#)

Microsoft Canada Inc. has presented the annual Blue Sky Award, which honours leading innovations developed on Microsoft-based platforms, to Omnivex Corporation, Concord, Ont., specialist in display management software solutions for digital signage, and one of DailyDOOH's 2010 Digital Signage Vendors.

The award is given out for top software development, and Omnivex was chosen from eight finalist submissions made by independent software developers across the country. Omnivex was recognized for the broad market appeal of Omnivex Moxie, a unique enterprise-level digital signage network management solution.

"We took a radically innovative approach to the development of Moxie and winning the Blue Sky Award is proof we made the right move," says Doug Bannister, CEO, Omnivex Corporation. He says that the award will bring a competitive edge to the company's business.

"It is something that we are particularly proud of because it recognizes innovation across all industries, not just within the digital signage space," says Jeff Collard, Omnivex president.

Moxie won, not only because it is a visually captivating digital communications system for advertisers, but because it is an effective way to inform, persuade, motivate and engage an audience to ensure that the right message reaches the right consumers, in the right place, at the right time. The application of real-time data to make content relevant to the viewer is a unique digital signage feature.

"With this award, our goal is to inspire technology innovation in Canada," says Gladstone Grant, vice-president of the developer and platform evangelism, Microsoft Canada. "ISVs are continually bringing new and exciting technologies to market and Omnivex was recognized because of its dedication to pushing the limits."

Entrants were judged on the innovative use of Microsoft technology, the real-life challenge they are solving and the market potential. The winner receives a customized engagement plan to support its software development, which includes: software development resources; business development resources; a public awareness campaign; and exposure to other Microsoft-based resources both in Canada and at Microsoft's head office in Redmond, Washington, including access to senior executives, developer evangelists and partner account managers.

The winners for top global innovator will be made at Microsoft's Worldwide Partner Conference next month and Omnivex is among the nominees for that as well.

"The Digi Award last November was the first major software award for Moxie and we hope the first of many," says Collard. "We have added several new features to Moxie and are extending its application through new product offerings."