

Digital Signage Expo East Announces Digital Signage Content Award Winners for 2008

Date: 09-25-2008 03:40 PM CET

Category: [IT, New Media & Software](#)

Press release from: [Digital Signage Expo East](#)

Agency: **Market Works International, Inc.**

Digital Signage Expo East (DSE East), the regional debut of Digital Signage Expo, the largest and only International Conference Summit & Trade Show exclusively dedicated to digital signage, interactive technologies and out-of-home media networks, today announced the winners of its Content Awards for 2008. This year five winners were named from a field of 43 entrants chosen by an independent consumer panel on the basis of the following criteria:

1. Whether or not the content delivered the intended message,
2. Overall production quality, and
3. Creativity in the use of new or unique content elements and/or technology.

The five winners were:

1. Digital Display and Communications for Rogers NexGen Store – For a three-part installation that included unique interactive content for core target markets with specific channel messaging that met consumer experience objectives.
2. PSAV/X20 Media for Hyatt Regency O’Hare – 13 – 46” touch-screen way-finders with interactive content that gave guests control of information.
3. Premier Retail Networks (PRN) for Wal-Mart – For Earth Month Campaign which let consumers know that “When you make one small purchase at Wal-Mart, you’re part of 200 million Wal-Mart shoppers making a big difference for the Earth and our Children’s future.”
4. Wireless Ronin Technologies for Gabberts – For an interactive application that served as an information tool for events and seminars, aiding in the up selling of customers in a sales support capacity, and incorporated way finding across two levels of the store.
5. Wireless Ronin Technologies for Las Vegas Convention Center & Visitors Association (LVCVA) – For a template-based content solution that incorporated dynamic way-finding available to visitors via a touch-screen kiosk; meeting room application via customized .asp internet page so meeting planners could update their events calendars; and a variety of no-touch displays deployed throughout the facility with both static and animated content.

Digital Signage Expo and Interactive Technology Expo will be co-located at the Las Vegas Convention Center February 25-26, 2009. Digital Signage Expo East and Interactive Technology Expo East move to the Washington Convention Center in Washington, DC, September 23-24, 2009. To exhibit or attend either Conference & Trade Show, contact Chris Gibbs at (770) 649-0300 ext. 17, or for more information, visit www.digitalsignageexpo.net.

Digital Signage Expo is the largest and only International Conference Summit and Trade Show exclusively dedicated to digital signage, interactive technologies and out-of-home media networks. The purpose of the show is to promote industry growth through education. This is the premier industry show where people come to learn what they need to know about existing and evolving technologies to move their organizations into the digital communications age and better facilitate and maintain relationships with their customers and employees.

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[You can find this press release here](#)