



The world's largest international trade show and conference dedicated to digital signage, interactive technology and Out-of-Home Networks.

February 25, 2010
(Circ. Online)

Digital Signage Expo Announces 2010 Content Award Winners

Digital Signage Expo has announced the independently judged winners of its Content Awards for 2010. The annual DSE Content Awards honor innovative and compelling content created for digital signage and digital out-of-home networks.

Content Awards were presented to winners in three categories within two divisions — non-interactive and interactive — from a field of nearly 60 entrants. All entries were judged on relevancy, quality and creativity. The 2010 award-winning content providers and their customers include:

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* – X2O Media for PSAV & X2O Media
- *Best Product Content* – Wireless Ronin Technologies for ARAMRAK

Judges for the DSE 2010 Content Awards were Maria Kozlova, web & graphic designer, MKgrafix.com; Richard Lebovitz, editorial director, DigitalSignageExpo.net; Susie McManus, digital media editor, DigitalSignageExpo.net; and Daniel Wilkins, president, n2 Media.

“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 digital out-of-home industry, but it is also clear that the work being done is raising the bar significantly in terms of quality and excellence,” said Chris Gibbs, president of ExpoNation LLC, which produces Digital Signage Expo. “We are pleased to present the 2010 winners who have distinguished themselves in this way.”

Digital Signage Expo 2011, co-located with the Interactive Technology Expo, Out-of-Home Network Show and Digital Content Show, will take place February 22-24, at the Las Vegas Convention Center in Las Vegas. Nomination forms for the DSE 2011 Content Awards will be available for download at digitalsignageexpo.net in March. To be eligible, nominees must have a new or current digital signage or interactive technology program installed or in roll-out phase between February 2010 – February 2011.

DSE 2010 CONTENT AWARD WINNERS

Non-interactive

Best Experiential Content: *PlayNetwork* for Genesco

PlayNetwork deployed a highly customized and creative in-store program for Genesco's specialty retail sites, Journeys and Journeys Kidz. The program includes custom produced segments, advertising placements and third-party entertainment. The programming concept was to create content that could live both in-store and online, and develop greater affinity with Journeys' core shoppers.

Best Information Content: *Visix Inc. for Reeve Union – UW Oshkosh – Titan Pride*

UW - Oshkosh launched a visual communications campaign titled "Titan Pride" to increase Titan football awareness, campus involvement and university pride. Using Adobe's AfterEffects, Visix created a video of seamless "moving" images and words from still images and text. The content piqued audience interest, generated buzz on campus and was adopted by the athletics department for its marketing campaigns.

Best Product Content: *St. Joseph Content – Alchemy for Dunkin' Donuts*

St. Joseph Content | Alchemy, along with its project partners, YCD Multimedia and Technomic Inc., were able to dynamically present meal combos and up-sell opportunities to increase average transaction size at Dunkin' Donuts. Content was scheduled and programmed for display at specific day-parts based on historical point-of-sale data. The program created enthusiasm among store associates, educated customers about new products and increased sales by as much as 46 percent.

Interactive

Best Experiential Content: *LocaModa Inc. for Zoom Media & Marketing*

The VH1 program "The Great Debate" featured a groundbreaking interactive initiative that enabled audience participation via TV broadcast, VH1.com, Facebook, Viacom's massive HD screen in Times Square and Zoom Media & Marketing's network of digital out-of-home media locations. LocaModa's social/mobile platform was used to bridge all media channels into a cohesive campaign that published and displayed user-generated content in real-time, while also providing the client with granular metrics detailing interactions from all input modes.

Best Information Content: *X2O Media for PSAV & X2O Media*

X2O's Creative Services group devised a customizable 3D wayfinding solution that allows hotel guests to easily navigate through large and complex hotel and conference facilities. The company also solved a branding challenge using its innovative style sheets, which allow for corporate logos, color schemes and even animations to be overlaid directly on top of the application. The style sheets allow its hospitality solution partner PSAV scalability across multiple hotel chains, at an affordable price.

Best Product Content: *Wireless Ronin Technologies for ARAMARK*

ARAMARK's internal design team, working closely with Wireless Ronin Technology's content engineering group, undertook a project to create a fresh dining concept for their higher education clients. The final design concept was to "Build Your Own Burger" from fresh ingredients, making the patron the 'burger artist' in the Burger Studio, which includes digital menu boards in conjunction with interactive ordering touch screens. Once the order is complete, the kiosk prints a receipt while another order receipt prints in the kitchen area.