

FOR IMMEDIATE RELEASE

Winners of 2008 DIGI Awards Announced

Excellence in digital signage technology, creativity and innovation honored

SEATTLE (January 28, 2008) – The Digital Signage Group, a specialty digital signage distributor, today announced the winners of the fourth annual DIGI Awards, which honors excellence in the digital signage industry.

The DIGI Awards are the only industry award program that recognizes the outstanding resellers, dealers and integrators of digital signage. This year's sponsors included LG, Minicom Advanced Systems, Peerless Industries, and *Digital Signage Magazine*.

The 2008 DIGI Awards honored 14 winners in seven categories: Retail, Corporate, Entertainment, Education, Healthcare, Public Venue and Judges' Choice.

This year's distinguished DIGI Awards recipients are:

Retail Application, Local Campaign

- John Ryan Performance, Inc. for PNC Bank

Retail Application, National Campaign

- Stratacache for AT&T Experience Stores

Retail Application, Interactive/Tracking

- MTI-Andrews for Verizon Stores

Corporate Application, Excellence in Creativity

- Telecine Multimedia for Bloomberg Wintergarden Display

Corporate Application, Excellence in Technology

- John Ryan Performance, Inc for Toyota Financial Services

Healthcare Application Excellence in Creativity

- IMS Audio Visual, Inc for Health Advocate

Healthcare Application, Excellence in Technology

- EnQii US, Digital View Media for The Seniors Network

Education Application, Excellence in Technology

- The Whitlock Group for Virginia Commonwealth University

Entertainment, Excellence in Creativity

- Pro Display for Landmark Theaters

Entertainment, Excellence in Technology

- C-Nario for The O2 Arena

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Public Venue Application, Excellence in Creativity

- Focus on Emotions for Fira de Barcelona

Public Venue Application, Excellence in Technology

- D3 LED for ABC Times Square Studio

Best Product/ Service

- TruMedia Technologies- Media ICapture for the Adspace Network

Judges Innovation Award

- IEI Technologies for Tantung Corporation.

“It really is an exciting time in the digital signage industry. We saw a 60% increase in entries year over year. Equally as exciting is the bar has been raised, in terms of the sophistication and diversity in use of digital visual messaging”, said Jill Miller, President of The Digital Signage Group.

Each winner will receive a trophy recognizing their achievement, as well as a graphic suitable for use in promotional materials. All partners, including those involved in the software, content, fixture and hardware of the winning installations, will receive a certificate to recognize their contribution. Winning teams are invited to participate in a panel discussion held during the Digital Signage Expo held in Las Vegas February 27-28th. The group will be sharing their experience in **“Bringing It All Together”, DIGI Award Winners Share What It Takes to Implement a Winning Digital Signage Project. The Panel discussion will be held Thursday, February 28th at 4:30pm.**

Judges for the 2008 DIGI Awards were: Alan Brawn, Principal, Brawn Consulting; Bill Collins, principal of Decision Point Media Insights; Ed Weil, Sourcebook Director-Content, *Inc. magazine*; Lyle Bunn, Principal, Lyle Bunn Consulting; David Keene, Executive Editor of *Digital Signage Magazine* and DIGI Awards Chairman.

About The Digital Signage Group

The Digital Signage Group is a specialty distributor 100% focused on Digital Signage. We assist Pro AV and IT dealers with project consulting and coordination, constructing project teams, and a robust line of specialized software and hardware solutions for diverse digital visual messaging applications. We also co publish the Digital Signage Resource Directory and Digital Signage Magazine. More information is available at www.tdsg.net or by calling 866-591-1974.

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