

STRATEGY INSTITUTE

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INAUGURAL SUMMIT ON THE BUSINESS OF DIGITAL SIGNAGE REVEALS HOW TO MAKE DIGITAL SIGNAGE NETWORKS A PROFITABLE VENTURE FOR VENUES AND INDUSTRY ALIKE

(TORONTO) June 27, 2005 – The skyrocketing digital signage industry is often compared to the early cable and the Internet industries. Given these tremendous opportunities, Strategy Institute will be holding its inaugural "Building Your Successful Digital Signage Business Summit" to be held November 15 and 16th, 2005 at Chicago's Eaglewood Resort and Spa.

This summit will bring together all stake holders in this rapidly progressing industry from retail, transportation, hospitality, entertainment and service areas as well as network operators, system integrators, display providers and audio-visual professionals. This highly educational event will address sessions on the optimal digital signage profit model, creating the digital signage rate card, operating costs, the industry matrix, a five year demand forecast, as well as key success stories from retail, hospitality and transportation service industries.

"Based on the success of our New York event in April, we are moving quickly to provide this market with the most relevant information on making digital signage networks a profitable venture for location-owners and network operators alike. Our line up of speakers and educational content will make this event an invaluable learning experience for all attendees " says David Laird, President of Strategy Institute.

Key conference sessions on delivering a profitable digital signage network include:

What's the optimal digital signage profit model: Where do you fit in the revenue sharing/profit continuum?

Configuring the right pricing structure: Quantifying and correctly communicating value—Creating the digital signage rate card

Operating costs of a digital signage network: How much does it really cost to maintain and operate your system

Five-year demand forecast: Riding the wave of America's fastest growing new media

Digital signage success stories from the retail, hospitality, transportation and services industries perspective

Digital signage industry matrix: The players, value chain and determining your strategic positioning

Why is the digital signage industry skyrocketing? Recent technology breakthroughs and the dramatic drop in hardware costs have now made digital signage an affordable and potentially effective way to drive product lift, enhance corporate branding and improve the customer experience.

Digital signage or narrow casting is TARGETED technology. It can be tailored to deliver the RIGHT message to the RIGHT audience at the RIGHT time. If you are not equipped with the knowledge to capitalize on this technology you are putting your business at risk and newfound revenue opportunities.

Strategy Institute is an independent research organization. Strategy Institute assists corporate decision makers by presenting the latest and most significant industry trends enhancing business judgment.

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