

Welcome to InfoComm 2010. This year, two of the most compelling trends in AV—digital signage and 3D—are well-represented with a wide array of products, demonstrations, classes, and presentations. To help you focus efficiently on these trends, here's a selection of what is available on a daily basis during InfoComm week.

## Monday, June 7

### Digital Signage Summit

8:45 a.m.

#### Case Study: Emergency Integration

How to Strengthen Safety and Security Through Realtime Emergency Alerts and Notifications

Presenter: Andy Altizer, Georgia Institute of Technology

Hear how one university has taken the commitment to communicate efficiently with its students, staff, and faculty using mobile, email, text, RSS, sirens, and social media.

9:30 a.m.

#### Case Study: Lessons Learned

How to Install and Maintain a Digital Signage Network to Reinvigorate Employee Communications

Presenter: Ed Gilbert, PepsiCo

Communicating effectively to employ-

ees—whether they number in the tens, hundreds, or thousands—is no small feat. Hear how one organization has embraced digital signage and the lessons learned in getting its system up and running.

10:45 a.m.

#### Case Study: Sourcing Vendors

Request for Proposal: How to Formulate Your RFP for Best Results

Presenter: Gabriel Tullier, Palm Beach Atlantic University

Given the available products and services on the market for digital signage, how do you coherently put together a request for proposal to meet your needs?

11:30 a.m.

#### Case Study: Interactive Innovation

Next-generation Visitor Signage Systems: Innovative Interactive Touchscreens You Can Incorporate in the Next 2-3 Years

Presenter: Chaki Ng, MIT Media Lab

This session will present the results from one of the latest innovative projects at the MIT Media Lab, "a place where the future is lived, not imagined."

1:30 p.m.

#### Hands On

How to Develop Your Complete Digital Signage Network: Setting Objectives, Budgets, and Content Strategy

In a peer-to-peer environment, enhance your learning and understanding of how to approach your digital signage project.

3:30 p.m.

#### Expert: How to Create Compelling Content and Programming to Increase Engagement

Presenter: Joshua Hoffert, Digital Display Group

Take away practical tips to help ensure your digital signage is worth looking at.

## Tuesday, June 8

### Digital Signage Summit

8:45 a.m.

#### Case Study: Visitor Experience

How to Seamlessly Integrate Broadcast and Interactive Displays to Create a Unique Visual, Learning, and Visitor Experience

Presenter: Elizabeth Neely, Art Institute of Chicago

Seamlessly incorporate broadcast and interactive displays to guide and educate visitors.

9:30 a.m.

#### Case Study: Roles and Responsibilities

How to Allocate Responsibilities and Ownership for Your Digital Signage to Maximize Success

Presenter: Travis Tasker, Utah Valley University

Create a structured process for content generation, distribution, and approval.

10:45 a.m.

#### Connectivity Strategies

Balancing Network Requirements and Resources to Maximize Fit

Presenter: Simon Wilson, MediaTile

Choose the network link that best matches your organization needs and resources.

11:30 a.m.

#### Case Study: Guide, Inform, and Promote

How to Leverage Dynamic Messaging to Create a Memorable Public and Visitor Experience

Presenter: Bernard Drolet, Quebec City Convention Centre

Take away lessons learned, approaches, and tips for project success.

12:30 p.m.

#### Case Study: Cost Model

How to Make the Case for Digital Signage Investment and Explore Cost-recovery Models to Maximize Value

Presenter: Tom Kunka, University of Illinois  
Hear the experience of your university peer.

2:15 p.m.

#### Case Study: Educate and Inform

How to Proactively Communicate with Staff, Patients, and Visitors to Enhance Patient Care Outcomes and Health Promotion

Presenter: David Saier, Central Baptist Hospital

Educate, entertain, and improve patient satisfaction through dynamic messaging.

3:15 p.m.

#### Integrator Panel

Best Practices of Digital Signage

Deployments: Save Time, Money, and Frustration

Presenters: Angelo Kosmidis, Sharp's Audio Visual; Mary Hood, Digital Road; and Tom Johnson, Digital AV

Learn from those who have been in the trenches and plan your project for success.

#### InfoComm 2010

4 p.m.-5:30 p.m.

#### Opening Keynote

Video Propels Next-generation Collaboration

Presenter: Marthin De Beer, Cisco

De Beer spells out Cisco's vision and strategy, innovations in creating a media-ready network, and how to enable customers to prepare their networks.

## Wednesday, June 9

8 a.m.-1 p.m.

### Digital Signage Fundamentals

Presenters: Lyle Bunn; Mike White, CTS; and Paul Streffon MBA, CTS-D, CTS-I  
Renewal Units: 4; Room: N262

A digital signage primer for anyone.

10:30 a.m.-12 p.m.

### ZeeVee: Learn to Distribute VGA and HD Video Over Coax

Manufacturer's Training  
Presenter: Chris Bauer  
Renewal Units: 0  
Room: N211

## Thursday, June 10

8 a.m.-10 a.m.

### Black Box: The Digital Signage Roadmap to Success

Manufacturer's Training  
Presenter: George Borden  
Renewal Units: 1; NSCA Learning Units: 1  
Room: N207

You'll learn about the critical building blocks, then you'll learn how to compel your audience with iCompel, the award-winning, low-cost solution from Black Box.

8 a.m.-12 p.m.

### Digital Signage Business Planning

Presenter: Paul Streffon MBA, CTS-D, CTS-I  
Renewal Units: 4; Room: N262  
Wondering if digital signage should be part of your business plan but find it hard to make the time to think it through and document your decisions?

## Friday, June 11

8 a.m.-9 a.m.

### Multimegapixel 3D: Challenges and Solutions

Presenter: Sander Phipps  
Renewal Units: 0; Room N231  
This seminar will discuss market needs and good design, setup, and calibration methods.

8 a.m.-10 a.m.

### 25 Gotchas of Digital Signage Projects

Presenter: Mike White, CTS  
Renewal Units: 2; Room: N241  
This session reveals the challenges of implementing digital signage: the gotchas. Learn how to avoid the traps and grow your business. Discover how to identify money-making digital signage opportunities and when you should simply say "no."

Topics include HD encoding, RF modulation, designing with coax, determining signal loss in coax systems, and installation and setup of ZvBoxes.

2:30 p.m.-4 p.m.

### SpinetiX: Smart Non-PC-based Digital Signage Solutions

Manufacturer's Training  
Presenter: Serge Konter  
Renewal Units: 1; NSCA Learning Units: 1  
Room: N209  
Discover smart non-PC-based and amazingly easy-to-use digital signage devices from SpinetiX.

10:30 a.m.-12:30 p.m.

### Peerless Industries: Digital Signage: Dos & Don'ts for Installers & Marketers

Manufacturer's Training  
Presenter: Dale Smith  
Renewal Units: 1; NSCA Learning Units: 1  
Room: N207

This session will cover variables to consider when choosing display location; how to decide whether to use a ceiling, floor, desktop, gondola, or wall mount; and how the right choices will both speed installation and deliver maximum business ROI.

2:30 p.m.-4:30 p.m.

### A Time of the Signs

Presenter: James Huber Ph.D.  
Renewal Units: 2; Room: N239  
Learn how to quickly realize ROI on the deployment of digital signage, including how digital signage can provide green benefits.

10:30 a.m.-12 p.m.

### What Does the \$90-billion Display Industry Know About Digital Signage?

Presenter: Chris Connery  
Renewal Units: 2.5; Room: N255  
At the heart of digital signage is the display itself. It is the most visible component, and also where the most capital is expended to make digital displays an affordable alternative to the printed page. This course provides an outlook on the digital signage market, opportunities and challenges in supporting new products and service offerings, and developing new relationships required for improved go-to-market strategies.

## Digital Signage Booths to Visit

### Central Hall

AJA Video Systems C4360  
AMX C4417  
Aurora C4145  
Blue Pony Digital C4827  
Cables to Go C5086  
Cisco C5802  
Contemporary Research C6210  
DVI Gear C5338  
Holosonics C6385  
Innovative Office Products C6676  
LG C5624  
Magenta Research C4253  
OmniMount C5028  
Planar C5658  
Samsung C5002  
Sony C4200  
Starin C5159

### North Hall

AEI Components N1766  
Almo Professional A/V N1125  
Creative Digital Images A  
Lighthouse Technologies N113  
MultiTouch N402  
NEC N903  
ProDisplay N536  
Smart AVI N303  
Southeastern Institute of Manufacturing and Technology (SIMT) C

### North Hall, Digital Signage Pavilion

Black Box N2542  
Gefen N1751  
GestureTek N1870  
Harris N2351  
Haivision N2539  
IR Touch Systems N2068  
Jelco N2039  
Lumino N2547  
Omnivex N1761  
Opticis N2361  
Pesa N2475  
Scala N2151  
SpinetiX N1739  
Tightrope Media Systems N2461  
VBrick N2139  
Video Mount Products N2138  
ViewSonic N2375  
Vislogix N2568  
X20 Media N1961