



### **Best Digital Signage Applications, Winners:**

- Digital Signage in a Retail store, Local Rollout  
Winner: Prysm, for the American Eagle Outfitters Retail Store in New York City
- Retail Roll-out, National  
Winner: sedna GmbH, for GRAVIS Retail Stores
- Interactive Technology Roll-out  
Winner: Cisco, for the Melbourne Airport installation
- Best Digital Signage Deployment, for Transportation  
Winner: En Route Media, for "Easy Cabs" limousine-based digital signage in Mumbai, India
- Best Deployment, Entertainment (cinema, sports venue, etc)  
Winner: Fluid Sound, for the Plaza Theatre in Palm Springs, CA, featuring NEC display products
- Best Deployment, Integration of Digital Signage and Mobile/Cell Phone Technology  
Winner: X2O Media, for the West Virginia University digital signage installation

### **Best Content for Digital Signage, Winners:**

- Best Digital Signage Content, Merchandising  
Winner: John Ryan, for the PNC Street Marketing Campaign
- **Best Content, Ambient (a non ad/branding/merchandising based content model)**  
**Winner: Blue Pony Digital, Inc., for the 9/11 Anniversary Tribute**
- Best Content, for a Public Relations/Promotional Campaign  
Winner: Inwindow Outdoor, for Paramount Pictures/Nickelodeon Movies promotion of the animated feature film, Rango
- Best Digital Signage Content, Wayfinding  
Winner: Capital Signs (with Scala), for the Gwinnett County Jail, and the Gwinnett Justice and Administration Center
- Best Content, Corporate Communications (non-retail; digital signage for corporate campus)

Winner: Scala & Christie Digital, for the Christie European headquarters lobby installation

- Best Content, Interactive

Winner: ConnectedSign, for the City of Fort Collins

- Best Content, Advertising

Winner: Michelin and Vital Media, for the Michelin Summer Promo

#### **New Product Winners:**

- Best New Technology Innovation in Digital Signage Displays

Winner: STRATACACHE, for their PrimaSee (transparent screen technology for retail displays)

- Best New Generation Display Device, Large Screen

Winner: Panasonic high brightness LFP30-Series Professional LCD Displays

- Best New Display Device, Small Screen

Winner: COMMcaddy

- Best New Generation Display Device, (non-LCD or Plasma)

Winner: NanoLumens Flexible LED Display

- Best New Content Management Software/Web-based (SaaS, or Software as a Service)

Winner: MediaTile, MediaCast Video Presence

- Best New Content Management Software/Premise-based

Winner: Alpha Video, CastNET Emergency Visual Notification (EVN) System

- Best New Audience Measurement tool for Digital Signage

Winner: Flypaper Studio, Inc, Flypaper, Flash Content Creation Platform

#### **JUDGES Choice Award:**

Winner: Four Winds Interactive, for the Washington State Ferries digital signage installation  
digital signage installation