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## POP Media Receives 2006 DIGI Award for Excellence in Digital Signage

POP Media (a division of Motomedia Corporation) of Markham, Ontario, has won a 2006 DIGI Award in recognition of excellence in the digital signage industry. The award winners were announced 16 March at NSCA's Systems Integration Expo in Las Vegas, Nevada.

The annual DIGI Awards, the only industry awards to recognize the outstanding resellers, dealers and integrators of digital signage, are presented by the Digital Signage Group, a digital signage consulting and project management company.

POP Media was recognized in the Excellence in Technology category, for its work on the VIVA Innovative Media Project. POP Media has implemented a real-time news, information and advertising digital signage network on board York Region's VIVA buses. Full deployment of the network will commence in stages beginning in April 2006, Wi-Fi access to the ridership will also be offered.

Michael Gillissie, VP of Sales and Operations at POP Media, says the network is an important step in the integration of digital signage systems. "We believe that the network will provide riders with current and informative content while enabling advertisers to effectively reach commuters in transit, and in some cases, with a tie into retail and P.O.P. (point of purchase) opportunity. CHUM's A Channel is currently the news and content sponsor for the VIVA Network. POP Media operates digital signage networks in office towers, newsstands, (including the TTC) and malls nationally in Canada and in Manhattan NY.

In accepting the award, Gillissie thanked the collaborative efforts of Aditude Media of Ottawa, DPI of Durham, CHUM A Channel, the VIVA team and York Regional Transit.

The 2006 DIGI Awards are presented to 10 winners in four categories: Excellence in Technology (three winners), Excellence in Creativity (three winners), Excellence in Innovation (three winners), and Judges Choice (one winner). This is the second year of the annual awards, which are sponsored by NEC, NEC Display Solutions, Sharp, Digital Signage Quarterly and media sponsor aka.tv.

"As the digital signage industry continues to grow there are a lot of companies that say they can achieve excellence for their clients, and the DIGI Awards help to recognize those companies that really deliver," said Scott Stanton, director of technical services for The Digital Signage Group. "Successful digital signage installations are often a unique mix of technology, creativity and innovation, which is exactly what this year's winners have demonstrated."

the awards were judged by: Joseph Finizio, vice President, Member Services, POPAI, the Global Association of Marketing at -Retail; Darek Johnson, Senior Technology Editor of Signs of the Times; Ed Weil, Sourcebook Director-Contne, Inc. magazine; Kurt Witze3l, Sr. Manager, Retail Marketing, Anheuser-Busch, Inc.; David Keene, Executive Editor of Digital Signage Quarterly and DIGI Awards Chairman.