

Ten 2006 DIGI Winners

Recognized For Tech,

Innovation And Creativity

16 Mar 2006

SAN FRANCISCO -- The winners of this year's DIGI awards, which recognize outstanding performance and innovation in the digital-signage industry, have been announced by The Digital Signage Group (TDSG).

Ten winners - three each in the fields of technology, innovation and creativity, as well as one "Judge's Choice" award - have been honored with an check for \$1000, a trophy, and perhaps most importantly, the bragging rights to the digital-signage industry's only formal accolade. Among the winners, Multimedia LED, now part of Texas-based Billboard Video, was notable for scooping two of this year's awards, each in different categories.

This year's winners and winning installations in full are: Excellence in Technology Creative Realities (USA) for RadioShack Corporation - an interactive in-store model home of the future using radio-frequency identification (RFID) technology. Multimedia LED (USA) for JP Morgan Chase - one of the world's largest LED displays in Times Square, curving 45 yards. POPMedia (Canada) for York Region Transit - a real-time news and information system onboard VIVA buses, equipped with WiFi connections.

Excellence in Innovation GFX Dynamics (USA) for Nygard International - an installation using the GFX Dynamics SmartTableT, which uses RFID technology to trigger specific product information when products are lifted from the table. ONESTOP Media Group (Canada) for its ONESTOP Toronto Transit Commission Network - an underground subway media network that provides commuters with transit, public safety, news and infotainment messaging. Reactrix Systems (USA) for Horizon Media - a temporary installation in New York City's Grand Central Terminal that created a "hall of illusions" to promote the launch of the Criss Angel: Mindfreak television series on the A&E Television Network

Excellence in Creativity Multimedia LED (USA) for Craig Realty Group - eight architecturally enhanced large-format LED displays at the Citadel Outlets in Los Angeles. Smart point media AG (Germany) for AVA AG - a network of screens in a German department store that track which information and screens a shopper is exposed to through tags within shopping carts to record shopping habits and ad effectiveness. Stone Mountain Productions (USA) for Enoshima Spa and Resort - a unique spiral LED tower designed to serve as a multimedia sculpture for advertising, promotions and entertainment.

Judges' Choice Macy's Florida in partnership with Digital Signage Services (USA) - designed, installed and maintains a network of rear projection screens used to promote brands and increase sales.

The 2006 DIGI entries were assessed by a panel of judges drawn from all areas of the digital-signage and retail marketing sectors, including Joseph Finizio of POPAI; Darek Johnson, senior technology editor of Signs of the Times; Ed Weil of Inc magazine; Kurt Witzel senior manager of retail marketing at Anheuser-Busch; and David Keene, executive editor of Digital Signage Quarterly and DIGI Awards chairman.

According the TDSG's Scott Stanton, the 2006 awards attracted three times as many applications as last year's competition. "This year's winners stood out to the judges as those that are not only completing excellent work, but are pushing the digital-signage



Stone Mountain Productions was the winner of one of ten 2006 DIGI awards for this unique spiral LED tower, used for advertising and entertainment at the Enoshima spa and resort in Japan

industry forward," he said. Founded by Activelight in 2005, the DIGI Awards are now run by TDSG, a digital-signage consulting and project management company spun off by Activelight shortly before that company's acquisition by Electrograph Systems last month.

Look out for aka.tv's in-depth coverage of each of the winning installations later this month.

Kevin Massy
aka.tv staff

[aka.tv story: 2005 DIGI Award winners](#)
[The Digital Signage Group](#)
[Multimedia LED](#)
[POPMedia](#)
[GFX Dynamics](#)
[ONESTOP Media Group](#)
[Reactrix](#)
[Smart Point Media](#)
[Stone Mountain Productions](#)
[Digital Signage Services](#)