



Press Release

October 27, 2008

ONTARIO, Canada – Following Digital Display & Communications' (DDC) recent content award at Digital Signage Expo East, the veteran hardware, software and creative content supplier were selected as winners of an unprecedented three DIGI awards at the Digital Signage Expo at New Yorks Javits Center in October.

For their work with Rogers, DDC won the "Judges Innovation Award for Digital Signage Sourcing" for the multiple digital signage & interactive systems designed & deployed as part of the newest generation of store design (NEXGEN). Rogers embarked on developing a NEXGEN store environment in an effort to enhance the overall Rogers retail customer experience. The client required a more sophisticated, more dynamic in-store experience, and, as part of that requirement DDC was asked to help create a fun, interactive, welcoming yet futuristic environment aligned with the brand promise of customer-centric innovation.

"We are pleased to be recognized for the work we are doing on behalf of our clients. It re-enforces our "full picture" development process which is led by our customer's objectives and content strategy, and gives deserved recognition to the entire DDC team as well to our clients." - Stuart Kirkpatrick, DDC CEO.

Digital Display & Communications Inc. (DDC) specializes in The Full Picture™ of digital signage services, from initial consultation and system design, through to ongoing content production and network operations. Also known as digital merchandising, narrowcasting, and dynamic signage, digital signage delivers targeted multimedia messages to specific locations at specific times.

DDC is located in Waterloo Region, the hub of Canada's Technology Triangle.