



Digital
Signage
Awards



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SIXTEEN:NINE

THE WINNERS 2019



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TRISON

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WELCOME

By the time you read this all the awards will have been presented and we hope you'll have enjoyed an excellent evening among colleagues, peers and respected rivals.

We had an incredible, genuinely global flood of worthwhile awards entries for the 2019 Digital Signage Awards – which made the job for judges very challenging.

Awards are too often handed out based on high profile and big budgets, and the charge for the judging panel was to factor many other things into their review. More than anything, perhaps, we all had to consider whether the projects had real objectives and delivered tangible results – however those results are identified and measured.

Among the winners are projects that do indeed reflect the deep pockets of clients, but they won because of the thinking behind them, the application of the right technology, and the investment made in creative and content. There were also projects judges loved and celebrated that maybe had less flash, but did a great job addressing a challenge.

A huge thank you to all those technology companies, creatives, service providers and end-users, who made the effort to submit entries – 57% more than previously. We're sorry if your work did not, ultimately, win one of these awards. But remember, please, that you had the pride of ownership in your project to put it out there to be judged and as a finalist you are among some of the very best.

Thanks, as well, to our industry friends who took time away from very busy schedules to participate in judging. Respected, highly credible judges make for respected, highly credible awards.

Dave Haynes
Chair of Judges
Digital Signage Awards 2019

THE JUDGES 2019

An international team of 28 judges, including Chair of Judges, Dave Haynes, founding editor of Sixteen:Nine, have scrutinised up to 25 entries each and voted up to 100 marks for each entry in the final stage of judging the Digital Signage Awards 2019. In alphabetical order, after the Chair, these are the members of the judging panel for 2019:

CHAIR OF JUDGES



Dave Haynes is the founder and editor of Toronto-based Sixteen:Nine, an online publication that has followed the digital signage industry for more than a decade. Dave does strategic advisory consulting work for many end-users and vendors, and writes for many of them, too. It may have started as a simple blog, but Sixteen:Nine is now a legitimate and highly regarded online news and analysis publication.

PANEL



Ignacio Alonso is Chief Marketing, Sales & Strategy Officer at TRISON. With experience gained at Kroll, Accenture and Telefonica Ignacio joined TRISON – a company that has equipped more than 14,000 locations in over 100 countries with LED displays, digital signage, audio systems and scent marketing to add value to the customer experience through the use of technology



Will Amos is a Director in the Digital Media Group at Diversified, USA. His experience spans well over ten years, starting with London-based Litelogic, creating LED display tech, but he earned his stripes and industry passion while at NanoLumens. He is a Board Member of the Digital Signage Federation.



Richard Atkins is Head of Digital Production and a Partner at Bartle Bogle Hegarty, one of the world's great creative agencies. Aside from overseeing all digital production at BBH London, Richard specialises in dynamic and programmatic advertising across online and digital OOH. In 2014 he launched JCDecaux's huge Waterloo Motion outdoor screen with a 24/7 live, data-driven creative for Audi.



Mark Bennett is a 28-year veteran of commercial, digital signage and interactive production, and is the CEO and founder of microgigantic, a brand storytelling, content strategy and digital signage shop located in Minneapolis, USA. From digital signage experiences and content to broadcast spots, micro-series and storytelling, microgigantic can handle any size production.

Spencer Berwin is co-CEO of JCDecaux – the largest and most digital OOH media company in the UK. Spencer and his team are driving a new digital future for JCDecaux with a vision for 2019 as 'the year of the brand'. With all sectors of the UK business now digitally advanced Spencer's goal is to further grow outdoor's share and ensure the company's delivery, digital products and data platforms provide a powerful brand-safe environment for clients.



Bryan Crotaz is CTO of award-winning Silver Curve, UK, and is the architect of PixelPipe Signage. He has been leading digital signage for over 20 years, designing and operating many major projects. He was the first to show that the Raspberry Pi makes a great signage platform and he now acts as a design and technology consultant around Europe. He has designed digital signage graphics engines and worked with multiple signage vendors to help them solve intractable problems.



Steve Dawson is the Executive Technology Director of Second Story, where he leads teams of designers, producers, marketers and dreamers to activate highly immersive and experiential environments in the physical world. Throughout his 10-year career specializing in immersive environments, Steve has had the opportunity to launch some of the most technologically advanced flagship, dealership and events spaces for major international companies.



Jean-Stéphane Dufresne is VP Content, Stingray, Canada and has more than 20 years of experience in communications and digital experiences. He turned to multimedia in the early 2000s and since then has been involved in content creation and management for clients and built an experienced team around him. He participates in the development of the various content strategies and provides the main guidelines to his award-winning team of experienced creators.



THE JUDGES 2019



Nick Fearnley founder and CEO, SignStix, UK, has been developing technology solutions for over 25 years - for various markets. With a solid foundation in software development he continues to be heavily involved in bringing innovation to fast evolving consumer marketplaces. His knowledge and experience in systems development has helped bring a unique edge to his consultancy work



Stephen Gottlich leads Gable's efforts to develop innovative digital solutions for clients. With decades of digital signage and consumer marketing experience, he has built a reputation as one of the world's leading experts in digital and visual communications. His extensive experience and ability to ensure the highest quality and most innovative products are developed and sourced for Gable's clients.



Dan Hagen is CEO, 10Net, USA and has spent his career leading start-up companies through omni channel business development, strategy and sales with the goal of contagious growth. He has built businesses to profitability and sustained them through long-term success. He has led diverse and international teams through a maze of complexities to bring products and services to market. He seems to possess a unique aptitude for stumbling upon or developing promising business situations.



Rachael Hinds is currently the Content Marketing Manager at Peerless-AV, USA. In this role, Hinds oversees content development and implementation of the company's marketing communications collateral, including case studies, advertisements, website copy, brochures, digital assets and more. She also manages the public relations and SEO/PPC efforts, in addition to communicating strategy across Peerless-AV's Marcom team.



Ann Holland is VP of Marketing at BrightSign, USA, and brings a wealth of experience in marketing, communications, event planning and management. Prior to BrightSign, she had worked at Miller Freeman, then ReplyTV and Roku all the time building a formidable reputation, from which BrightSign now benefits



Roi Iglesias is Associate Director of Altabox, Spain. He is also Econocom Retail Global Product Manager and Emerging Techs Innovation Lab Director. He is a founding member of Digital Signage inside IAB Spain and coordinator of "Digital Signage White Book " published by IAB. He authors the reference blog Digital Signage Creativo and has worked on digital signage projects for many international companies and brands, giving him experience in great depth.



Emily Ingram is the Marketing Manager at Prendi, Australia with over six years' experience in the digital signage solutions industry. Prendi is a leading digital signage & design agency based in Brisbane, Australia, creating and deploying turnkey solutions for clients all over the world. It specialises in content creation, interactive development, hardware and installation across all forms of digital signage.



Mike Kilian is business development director at Mvix, USA, and a six-year veteran of the digital signage industry. Previously, he has worked in the audiovisual industry as an integrator, in both the commercial and consumer space. His experience makes him well suited to help clients and partners alike find solutions to fill their unique communications gaps.



Denys Lavigne (Canada) is an industry consultant specialized in strategy development for next-generation audio-visual experiences. His expertise includes digital master planning, experience design, content strategy, digital media monetization and project planning and over the years, Denys has had the privilege of collaborating with many major clients.



Joe' Lloyd is an evangelist and practitioner of content marketing in the B2B space. With over 15 years working in technology, her career has spanned client services, sales and marketing with a strong focus in the retail world. As the Vice President of Global Marketing and Business Development for NanoLumens, Joe' is a sought after speaker and is dedicated to providing marketing with a strong, dependable ROI.

THE JUDGES 2019



Susie Opore-Abetia is the CEO and Founder of Wovenmedia, USA, a company that provides software and premium content for digital signage and online video networks. Today, Wovenmedia-powered video networks currently reach 122 million viewers in over 6,000 digital signage locations in the US and Canada, and on a variety of web and mobile networks.



Markus Pargfrieder is CEO of Responsive Spaces, Austria, and has almost 20 years of experience within the field of digital media and innovative technology. In 2017 he founded Responsive Spaces, which creates and develops tangible and walkable digital installations. Its focus is on immersive and interactive storytelling combining any kinds of digital world with physical places and locations.



Stan Richter is CEO at signageOS, Czech Republic. His team of expert engineers is developing a unique software unification platform for digital signage devices, including deep integration of various SoC displays and digital signage players. Before co-founding signageOS, he was running a business incubator for early stage start ups, co-founded a Big Data analytics company and worked as a Management Consultant at PwC.



Rebecca Walt is a director of YCD Multimedia, USA, the leading provider of experiential digital signage, whose solutions drive engaging experiences for many international companies and brands. Her background in retail marketing and data analytics coupled with her most recent years in digital signage solutions provide a foundation that allows her to make an immediate impact on meeting her clients' goals.



John Wang is co-founder and CEO of IAdea Corporation, Taiwan. Passionate about the current and future development of the digital signage industry, he co-founded the Web-based Signage Business Group at the World Wide Web Consortium. He is also an active member on the Digital Signage Standards Committee at POPAI, shaping industry standards, and currently serves as the Section Chair of the Standardization Committee at the Digital Signage and Multimedia Alliance, a non-profit industry group representing over 180 companies in Greater China.



Beth Warren built her profession on Madison Avenue, at global agencies like DDB and Y&R and is now head of marketing and the retail practice at Creative Realities, USA. Her role is to help clients understand how to apply design thinking to connect with customers along the journey from home, through life and in store. She runs key engagements with many major brands.



James Wilder is Head of Special Projects for Esprit Digital, UK, the company that invented and supplied DEPs for London Underground escalators 13 years ago. Since then it has gone from strength to strength designing, manufacturing and installing many of the world's most iconic digital media networks for major clients. 90% of Esprit's business now comes from outside the UK and last year Esprit were awarded the Queen's Award for International Trade.



Matthias Woggon is CEO & co-founder of eyefactive, Germany. A pioneer in interactive signage, eyefactive combines interactive touchscreens, hardware, software and technologies to offer innovative solutions for businesses. Furthermore, clients and partners can create ready to use apps with individual content and designs in the world's first ever app store for professional touchscreens.



Larry Zoll is Managing Director for Sensory Interactive, USA – an industry leader in the design, implementation, and operation of digital experiences in the built environment. He has played a role in the launch of some of the nation's highest-profile digital signage installations; NFL, NBA, and MLB stadiums; interactive donor-recognition walls; and nationwide networks of digital directory kiosks and DOOH displays.



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GRAND PRIX 2019

sponsored by Gable

WINNER

Moment Factory

Singapore's Changi Airport Group commissioned major new experiential media features to enhance and entertain at different stages of the passenger journey.

Voted by air travellers as the World's Best Airport (Skytrax) for the fifth consecutive year, Singapore Changi Airport is taking its passenger experience to a new level with Terminal 4. Changi Airport Group commissioned Moment Factory to collaborate on two media features designed to entertain passengers as they navigate the airport's remarkable interior.

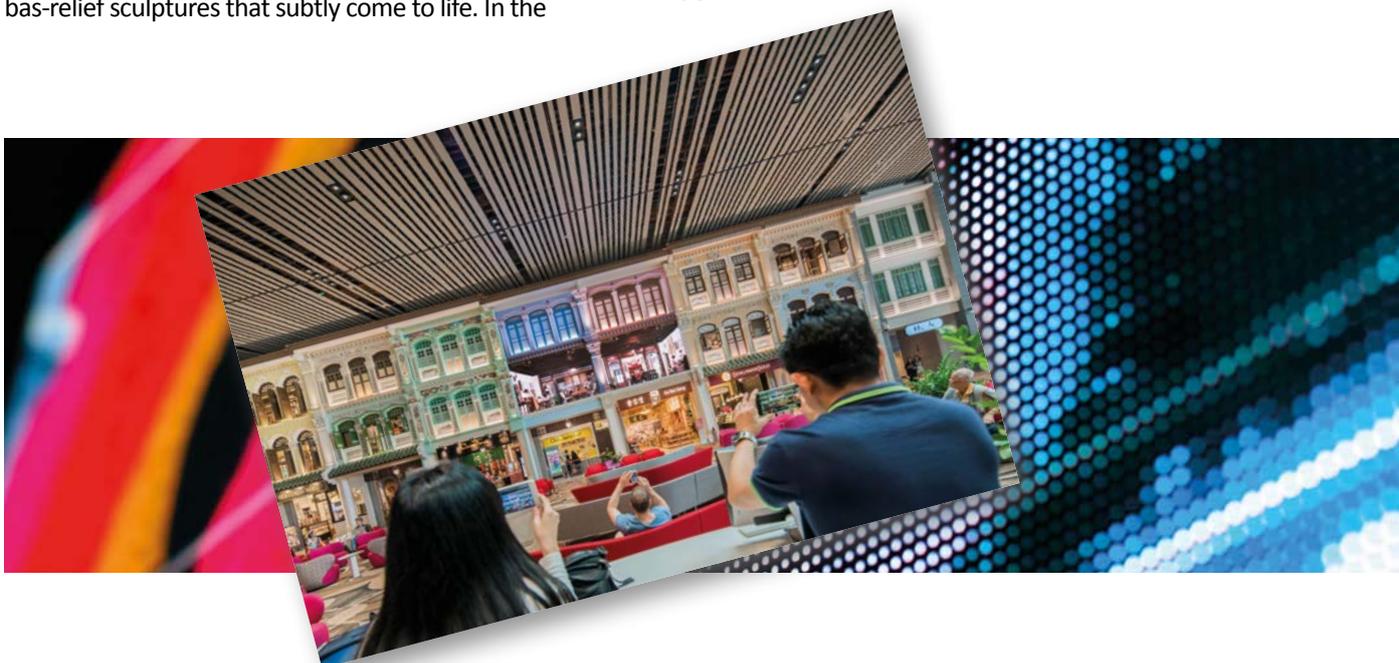
From optical illusions to cinematic storytelling, the architectural media features transform even the least appreciated traveller moments into surprises of delight and discovery. Passing through security screening, travellers are enveloped by an immersive media wall with an entertaining variety of content capsules that transform the ambiance. Picturesque high altitude landscapes alternate with virtual bas-relief sculptures that subtly come to life. In the

heritage zone, real and virtual traditional shop house façades create an authentic backdrop for local culture and storytelling. Appearing static at first, the two LED façades spring to life with an engaging neighbourhood love story that brings two Peranakan families together.

Building on their reputation for creating signature media environments, Moment Factory's installations at Changi Airport push ambient entertainment in new and meaningful directions.

FINALISTS

- Billboard Video Group
- IAdea
- Linney
- Pixel Inspiration
- Publicis Sapient
- teamLab
- TRISON



SIXTEEN:NINE

ALL DIGITAL SIGNAGE, SOME SNARK

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OUTSTANDING INDIVIDUAL 2019

sponsored by Sixteen:Nine

WINNER

Chris Riegel, CEO, Stratacache Group

Chris Riegel runs and solely owns what has come to be known as the STRATACACHE Group of Companies – an increasingly global, vertically-integrated company that does pretty much everything associated with digital signage. Something he built or bought can help businesses at the idea stage all the way through to execution, management and measurement of projects.

Riegel has, in this past decade, taken STRATACACHE from a little-known software company that has roots in France to one of the biggest and certainly most influential players in the business.

Now... being the CEO of an increasingly big company doesn't necessarily make a person outstanding. We've all met big, dumb bosses. What singles Riegel out is his energy and smarts.

The guy travels almost constantly – and starts that from a home base of Dayton, Ohio. So he is ALWAYS

connecting at some airport – and usually awful ones like O'Hare in Chicago. He's all over North America, but increasingly, as well, in Europe, India and China.

What I've experienced, and heard from people who know him well, is an incredible depth of knowledge, and insatiable interest in technology and the business and societal shifts that are driving the business. He is almost always going to be the smartest guy in the room – though he's self-effacing and has a wickedly dry sense of humour.

Finally, he's scrappy. Something that comes in handy when you are working with big companies that don't always take what you do seriously.

My favourite self-description from him, on walking down a street and seeing two guys in a fistfight: "Hey, is this a private fight, or can anyone get in?"

Pure Riegel. If you don't know about him, you should. And you will.



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OVERALL SOLUTIONS 2019

HIGH PROFILE SITE

sponsored by TRISON

WINNER

Pixel Inspiration

Halifax Bank opened the doors of their new and largest, digital-focussed flagship branch on New Oxford Street, London in June 2018. It is split over three floors and includes a raft of digital solutions supplied, installed and managed by Pixel Inspiration. The bank's aim was to bring their 'un-bank-like' approach to one of the busiest high streets in Europe and create a space for people to not only do their everyday banking but engage with meaningful, cutting-edge technology, be able meet with colleagues and contacts as well as unwind.

FINALISTS

- Luna Park (Re-making an icon)
- Prendi (Harbord Diggers interactive wall)
- Synect (Greater Orlando Airport Authority)



OVERALL SOLUTIONS 2019

MULTI VENUE ROLLOUT

sponsored by TRISON

WINNER

Linney

Linney developed a fully tailored solution to manage the end-to-end process for in-store digital signage and customer experience for McDonald's UK & Ireland. Now live in over 1,300 restaurants with over 10,000 screens; devices range from menu boards and touchscreen noticeboards through to Drive Thru screens and interactive children's table games. The technology enhances customer experience, and does so in creative, surprising and enticing ways that look and feel more personal than traditional signs and static menu boards.

HIGH COMMENDATION

Billboard Video Group

When the local authorities of the city of Almaty announced an ambitious five-year plan to modernise the city's transportation infrastructure as part of its "Smart City" project, BBV responded with a cutting-edge, integrated network of 50 intelligent DOOH mediaboards installed at traffic hotspots across the city.

FINALISTS

- Esprit Digital (Westfield USA)
- Gable (Simon Property Group)
- Zytronic (ebebek)



INNOVATION 2019

MANAGEMENT RELATED SOFTWARE

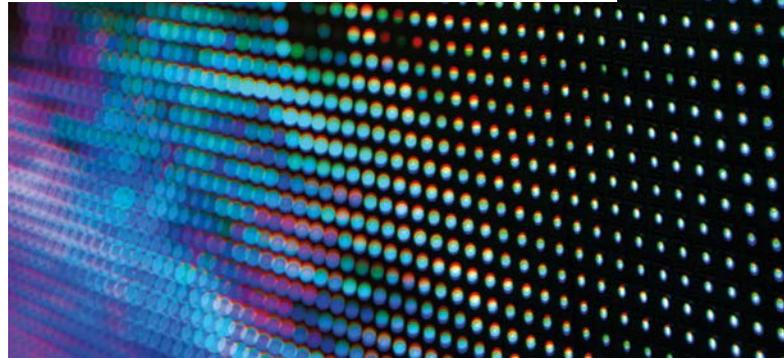
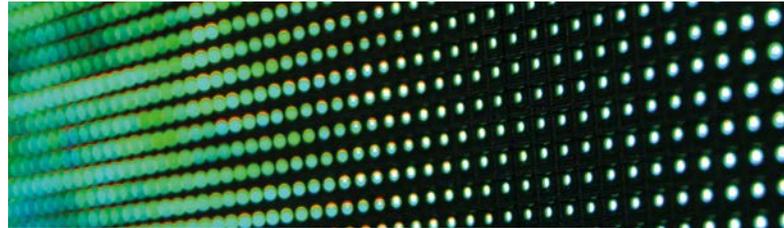
WINNER

RMG Networks

RMG set out with a mission to create the next-generation digital experience platform to target the entire omni-channel digital experience. This new platform, called Korbyt, not only has amazing digital signage features but also provides seamless personal digital experiences to employees and customers across text, voice, intranet, email, Slack, Skype, Twillio, mobile, tablet and desktop. Korbyt was introduced in late 2017, and has since enjoyed wide industry interest and adoption.

FINALISTS

- Tripleplay (Digital Media Platform)
- Useful (Useful Cloud)



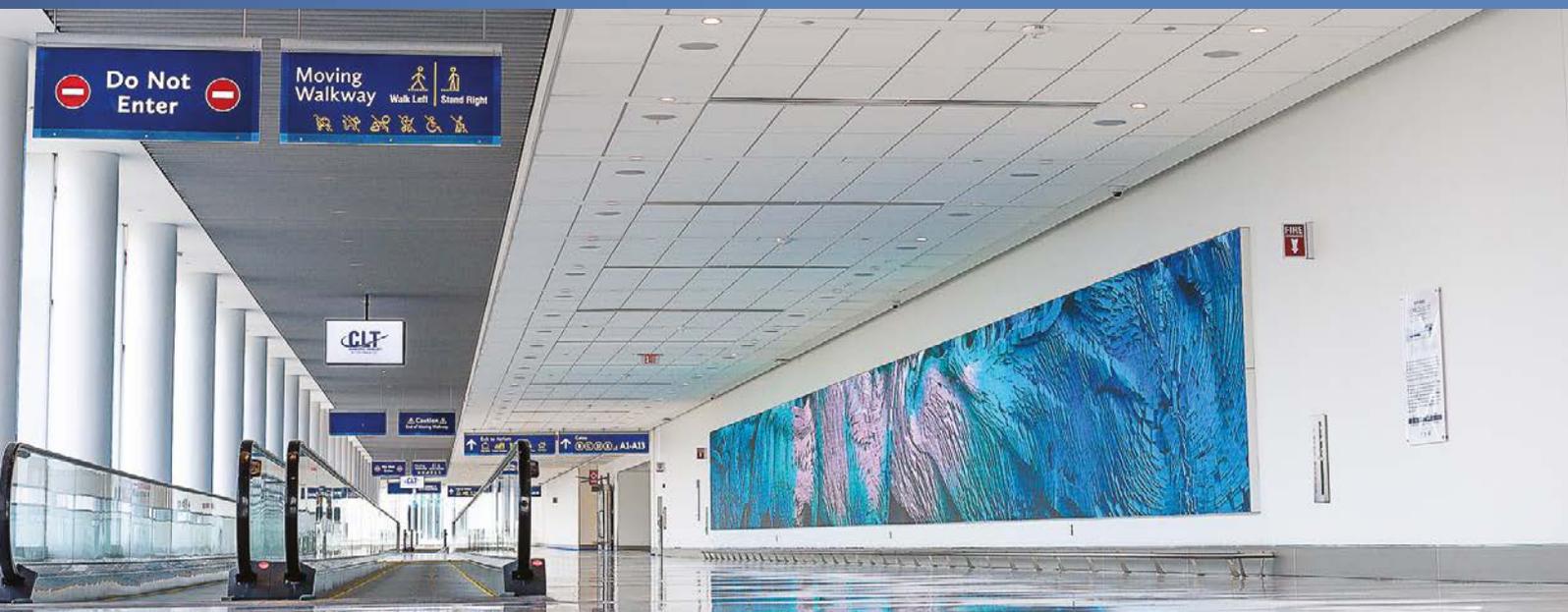


CONGRATULATES ALL OF THIS YEAR'S DIGITAL SIGNAGE AWARD WINNERS!

"I have been up against tough competition all my life. I wouldn't know how to get along without it."

~Walt Disney

WE'RE LOOKING FORWARD TO ANOTHER COMPETITIVE, PROSPEROUS, INNOVATIVE, AND SUCCESSFUL YEAR IN THE DIGITAL SIGNAGE COMMUNITY



INNOVATION 2019

DISPLAY AND/OR PLAYER TECHNOLOGY

sponsored by Nanolumens

WINNER

TRISON

In 2018, Merlin Properties, the company owning the Arenas Center, commissioned TRISON to digitize the shopping centre in order to reinforce its strategy of engaging with increasingly tech-savvy consumers and to become an icon on Barcelona's retail scene. TRISON's solution integrates the space with visual technology through 7 big screens installed at the building's strategic points. Together they offer visitors an immersive experience where the interplay of technology, architecture and audio-visual contents create a new dimension.

HIGH COMMENDATION

infiLED EM

infiLED EM were responsible for providing the huge screens for the technically ambitious, theatrical US + Them Roger Waters' tour when it arrived in Paris. Working with state-of-the-art video company, Universal Pixels, infiLED was briefed that the screen would measure 62m x 12m. 1,488 cabinets from infiLED's ER range were used for the stunning LED presentation.

FINALISTS

- Peerless-AV (Xtreme™ High Bright Outdoor display)
- ProntoTV (Prisjakt price comparison)
- Sharp Electronics (Yanmar Evo//Center)



MORE



CONTENT

=



BETTER



ENGAGEMENT

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Content Rich Digital Signage | Better Engagement.

CREATIVE EXECUTION 2019

MARKETING & COMMUNICATIONS

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WINNER

Responsive Spaces

Austrian company Delacon is a pioneer and market leader in phytogetic animal feed additives and therefore has the strongest possible connection to nature itself. The company remains true to nature and is open to new ideas – a philosophy encapsulated in the visual image of the dandelion seed head and vividly executed by Responsive Spaces. Visitors can interact with screens in the most natural way possible: by blowing the seeds off a dandelion, just like in nature.

HIGH COMMENDATION

Nanolumens

At Charlotte Douglas International Airport a new expansion features ENGAGE Series and Performance Series video walls from NanoLumens and unique “data sculptures” that turn the airport’s invisible patterns of data into captivating and ever-changing content, designed by renowned digital artist, Refik Anadol.

FINALISTS

- Signet (IBM)
- Signet (Palo Alto Network Trivia game)
- Stingray Business (Uncle Tetsu)



CREATIVE EXECUTION 2019

TECHNICAL ACHIEVEMENT

sponsored by TRISON

WINNER

IAdea

The goal of this project is to create a unique, versatile small form-factor digital signage system. The result is an innovative solution that becomes aesthetically and functionally preferred. The IAdea XDS-1078/1088 combines: 10-inch high-brightness touch screen, built-in zero-gap wall mount, Power-over-Ethernet for friendly installation, RFID/NFC reader for personal ID, and a ruggedized version of Google Android that works perfectly with Samsung MagicINFO, Scala, and many more enterprise-grade Content Management Systems. The product has won contracts around the globe, with record-breaking shipments in 2018.



SECTOR 2019

HOTELS, RESORTS & RESTAURANTS

sponsored by TRISON

WINNER

Publicis Sapient

Holland America Line's Explorations Central is a shipboard interactive space that celebrates the power of travel to enrich our lives. Brought to life by Publicis Sapient, guests discover the tastes, traditions, and events that have shaped the destinations on their itinerary, share highlights from their own world travels and learn more about the ship they're traveling on. The program is expanding to include every ship in the Holland America Line fleet.

HIGH COMMENDATION

Linney

A fully tailored solution was developed by Linney for McDonald's UK & Ireland to manage the end-to-end process for in-store digital signage and the customer experience. The technology enhances customer experience in 1,300 restaurants on 10,000 screens and does so in creative, surprising and enticing ways.

FINALISTS

- Beaver Group (Chipotle)
- PARTTEAM & OEMKIOSKS (Self-service kiosks)



SECTOR 2019

SMALL BUSINESS / LOCAL RETAIL

WINNER

VIF Tele

The “Life Harvesting” program at IGA Duchemin consist of showing and selling organic vegetables grown on the roof of the store. To improve the customer experience and let them know what was happening on the roof, VIF Tele installed a digital kiosk allowing customers to choose and order vegetables they can see growing, live. The solution for this innovative project was implemented at local level, in a single grocery store, attracting national attention.

FINALISTS

- Publicis Sapient (Nutella)
- Sansi North America (Art Deco demo wall)
- ScreenCloud (low cost access to DS)



SECTOR 2019

DOOH ADVERTISING

WINNER

Billboard Video Group

Almaty announced an ambitious five-year plan to modernise the city's transportation infrastructure as part of its 'Smart City' project and BBV responded with a cutting-edge, integrated network of 50 intelligent DOOH media boards installed at traffic hotspots throughout the city. The complete intelligent Digital Signage platform opened a new avenue for advertisers, enabling the project to be delivered at no public cost. The revolutionary media boards provide: 'third generation' OOH advertising to around 200 advertisers; in-depth analysis and tracking of the effectiveness of OOH campaigns; real-time content updates, integrating data from various external sources (e.g. social media/websites); and advertising content combined with traffic navigation and social information on one screen.

HIGH COMMENDATION

Gable

Simon Property Group has created powerful interactive technology and a sophisticated private media network, or place-based media, that allows advertisers to reach their audience using digital spectaculars, interactive wayfinding kiosks, and digital ad panels. This new revenue stream provides a method for monetizing virtual real estate that can supplement capital expenditure of the technology and infrastructure support.

FINALISTS

- Cineplex Digital Media (Bank of Montreal)
- ProntoTV and JC Decaux (Oslo Central Station)
- Tractor Outdoor and Ayuda (TapOff Campaign)



SECTOR 2019

HEALTHCARE & EDUCATION

WINNER

Publicis Sapient

In a patient thoroughfare at the heart of the Sanford Health campus, Publicis Sapient used a hanging light-sculpture, two-floor displays and responsive technology to turn a doctor's appointment into a disarming first encounter with genetic medicine. Biometric data triggers an on-screen visualization, which is reflected in the twinkling animations of the light sculpture overhead. Using the entire environment as the storytelling canvas sparks curiosity about genetics and introduces patients to a realm of wondrous possibilities for health care.

FINALISTS

- Nanolumens (Georgia State University)
- Nanolumens (University of Nevada, Las Vegas)
- Reflect (PatientPoint Interact)

WORKPLACE COMMUNICATIONS

WINNER

YCD Multimedia

The Spheres is the latest addition to Amazon's downtown Seattle headquarters. The innovative building offers employees a work environment that's more like a rainforest than an office. To properly explain this ground-breaking new building, Amazon set out to establish a free, public visitor centre at The Spheres, called Understory, and assembled an accomplished team of local Seattle companies to design the space. The result is a fully immersive, 360-degree experience for visitors to learn about the science, engineering, and plants behind The Spheres.

FINALISTS

- BT (BT Live)
- Nanolumens (Chicago Aon Center)
- Signet (Ebay Main Street in a Box)
- Signet (Visa)
- TRISON (Inditex)
- Valotalive (Neste)
- Valotalive (faturice)



SECTOR 2019

LARGE RETAILERS

WINNER

Publicis Sapient

T-Mobile set out to push the boundaries of wireless retail across multiple stores – all with unique screens, and architecture. Publicis Sapient immersed themselves in every level of detail to drive design, installation, and the ongoing delivery of large-format videos, custom LED content, and interactive and reactive experiences. These stores attract the best sales associates, while creating the best-branded experience for T-Mobile’s customers.

HIGH COMMENDATION

Moment Factory

For the massive 180 metre-long wall of the CentralWorld shopping centre in Bangkok, Moment Factory created a multimedia experience, within a tight time frame, establishing the wall as a signature media presence in Bangkok’s bustling, urban landscape.

FINALISTS

- Entwined (Supercheap)
- Kocsistem (Fiat)
- Pixel Inspiration (Selfridges)
- Reflect Systems (Levi Strauss)
- SignageLive (Iceland Foods)
- TRISON (Zara)



INTELLIGENT DOOH TECHNOLOGICAL PLATFORM FOR SMART CITIES

- SMART INFORMATION MANAGEMENT FOR EFFICIENT COMMUNICATION
- CITY-WIDE NETWORKED INTERACTIVE MEDIABOARDS

Real-time

ATTENTION

ROAD MAINTENANCE
500 m

This is a vertical smart city sign with a dark background. At the top, it says 'Real-time' and has an upward arrow. Below that is a white exclamation mark in a circle, followed by the word 'ATTENTION' and an icon of a person digging. At the bottom, it says 'ROAD MAINTENANCE' and '500 m'.

traffic navigation

1

TRAFFIC SPEED
75 km/h

AL-FARABI AVE

ROZYBAKIEV STR

ZHAROKOV STR

BILLBOARD VIDEO

WWW.BBV.KZ

This is a vertical smart city sign with a green and black background. At the top, it says 'traffic navigation' and has an upward arrow. Below that is a white '1' in a circle, followed by 'TRAFFIC SPEED' and '75 km/h'. Then it says 'AL-FARABI AVE'. Below that are two street names: 'ROZYBAKIEV STR' and 'ZHAROKOV STR', each with a directional arrow. At the bottom, it says 'BILLBOARD VIDEO' and 'WWW.BBV.KZ'.

AIRPORT

500 m in 12 min

Ks 852 Astana

on time

This is a vertical smart city sign with a dark blue background. At the top, it has an information icon 'i' in a circle and an upward arrow. Below that is an airplane icon and the word 'AIRPORT'. Then it says '500 m in 12 min'. Below that is an airplane icon and 'Ks 852 Astana'. At the bottom, it says 'on time'.

Relevant city info

Smart advertising

SECTOR 2019

PUBLIC VENUES

sponsored by Billboard Video Group

WINNER – Transport

Moment Factory

Voted by air travelers as the World’s Best Airport (Skytrax) for the fifth consecutive year, Singapore Changi Airport is taking its passenger experience to a new level with Terminal 4. Changi Airport Group commissioned Moment Factory to collaborate on two media features designed to entertain passengers as they navigate the airport’s remarkable interior. The result is an extraordinary experience.

WINNER – Museums

teamLab

In the MORI Building DIGITAL ART MUSEUM teamLab Borderless is a group of artworks that form one borderless world. Artworks move out of the rooms freely, form connections and relationships with people, communicate with other works, influence and sometimes intermingle with each other. In a vast complex, three-dimensional 10,000 square meter space, 520 computers and 470 projectors create a completely new world, not seen before.

WINNER – Retail

TRISON

In 2018, property owner, Merlin Properties, approved a concept from TRISON that turns a visit to the Arenas shopping centre into an unforgettable experience by integrating the space with visual technology through 7 large screens installed at strategic points. The most prominent screen is an interactive 64-metre long circular screen in the pit of the former bullring, which synchronizes with another 62-metre screen over the bullring terrace.



SECTOR 2019

PUBLIC VENUES

sponsored by Billboard Video Group

HIGH COMMENDATION – Museums

Publicis Sapient (Thomas Cole National Historic Site)

This museum site wanted to introduce its visitors to the extraordinary man behind the masterpieces of the Hudson River School. Publicis Sapient brought Cole to life with a pair of digital activations in the house's parlours and the effect is magical and illuminating, increasing attendance at the historic house by 25%.

HIGH COMMENDATION – Retail

NECSUM Technology (Torrecárdenas)

The newly opened Torrecárdenas shopping centre unveiled facilities designed to create a unique shopping and leisure experience for its visitors, all of which were inspired by the world of cinema. An interactive experience located at one of the main entrances welcomes visitors to the centre by engaging them in a magnificent experience.

FINALISTS

- ESI Design (900 N Michigan canopy)
- Nanolumens (Charlotte Douglas Airport)
- NECSUM (Intu)
- Revel Media Group (Hale Center Theatre)
- SiliconCore Technology (Melbourne Airport T2)



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IAdea Smart Signboards



IAdea Media Players



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Smarter Workplace



Smarter Transportation



Digital Signage Awards



June 1

Call for entries opens

October 15

Closing date for entries

November 15

Finalists announced

February 5, 2020

Dinner and ceremony

Contact Helen Burgin for information on categories, entries or the February event: helen@spl.events

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