



Artisan Complete Recognized for Excellence in Digital Signage

Pioneering new product wins big at annual awards competition.

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- Stephen Ghigliotty

Director of Digital Merchandising,
Artisan Complete



MARKHAM – October 27, 2008 - The Digital Signage Group, recently bestowed Artisan Complete with a DIGI Award in recognition of the Best Audience Measurement Product for their nCAPSULE, the first deployment of the nCAP product. An industry renowned digital merchandising solution, nCAPSULE is an all-in-one interactive digital unit that attracts, engages and interacts with shoppers. Programmable and monitored remotely over a secure wireless connection, nCAPSULE features groundbreaking facial detection software that enables the client to measure how many people look at the display and for how long, by gender and soon by age group.

“The nCAPSULE deployment opened the door to a new generation of intelligent digital signage applications”, notes Stephen Ghigliotty, Artisan’s Director of Digital Merchandising. “When we combine the awareness of what content is playing with who is looking and for how long it is a straight and short path to continually optimizing the marketing messages for our retail clients.”

“The analysis of data from BroadSign’s triggered content playback reports combined with CognoVision’s AIM software output embedded in our product shows distinct patterns emerging over time; giving us unique insight into shoppers’ behavior that previously was the domain of expensive and awkward in-store research. We have replaced clipboards and field staff with continuous and anonymous streams of very valuable data that allows us to customize interactive content on the go, thus increasing both the sales volumes and the brand awareness.”

The DIGI Awards recognize outstanding integrators, content providers and product manufacturers of digital signage. The competition honoured winners in seventeen categories, ranging from Retail and Corporate, to Judges' Choice. Winning teams were invited to present their knowledge on what it takes to implement a winning digital signage project. Judges for the awards competition this year included Alan Brawn (Principal, Brawn Consulting), Lyle Bunn (Principal, Lyle Bunn Consulting), David Keene (Executive Editor of Digital Signage magazine) and the DIGI Awards Chairman.

This year, the awards ceremony was held at the Digital Signage Show in New York City. Offering strategic, marketing and technical business solutions for digital signage customers, the show takes an in-depth look at how this technology can bring increased revenue and improve customer experience at any organization.

This win only adds to the industry recognition nCAPSULE is currently garnering including a presence on the cover of the latest P.O.P Design magazine and accompanying article detailing its debut installation at a retailer in Toronto. Coupled with uncertain economic times when brands and retailers need to show accountability for marketing spend and demonstrate a clear return on investment, nCAPSULE is a measurable, inexpensive and effective way for brands and retailers to connect with their consumers and set themselves apart from the competition.

About Artisan Complete

Artisan Complete is one of North America's largest providers of retail communication solutions, offering creative and production services for static, digital and interactive POP signage and display. Through the manufacturing capabilities of Artisan Print+, the design and marketing services of Artisan Retail and the digital expertise of Artisan Live, we offer comprehensive in-store marketing solutions for brands, retailers and their agencies.

Visit us at www.artisancomplete.com

About The Digital Signage Group

The Digital Signage Group is a specialty aggregator 100% focused on Digital Signage. We assist Integrators, Creative Teams and other Channel Partners with project consulting and coordination, along with providing a complete line of specialized software and hardware solutions for diverse digital visual messaging applications. Additionally, we co publish the Digital Signage Resource Directory and Digital Signage Magazine.

More information is available at www.tdsg.net

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