

Digital Signage Expo 2010 Honors PSAV and X2O Media for 'Excellence in Content Design'



LONG BEACH, Calif. — March 30, 2010 — [PSAV](#)® Presentation Services, a leading supplier of audiovisual and event technologies to the hospitality industry, and Montreal-based [X2O Media](#), a full-service provider of digital signage applications, were recently awarded the "Excellence in Content Design Award" at the [Digital Signage Expo](#) in Las Vegas. This is the second time DSE recognized PSAV and X2O Media with a joint award; the companies received a similar honor in 2008.

The annual award is designed to recognize innovative and compelling creative content in digital signage, interactive technology, and out-of-home network applications. The 2010 award lauds the collaborative efforts of X2O Media for its data-driven content in collaboration with PSAV's interactive display that features high quality, professionally designed, multi-layered presentations. With more than 50 entries submitted for the distinction, PSAV and X2O Media were one of six companies awarded [[PSAV X2O Media 2010 Content Design Award Video.wmv](#)].

"It is a true honor to be recognized once again for our collaborative breakthrough in digital signage technology with X2O Media," said Denis Lesak, PSAV National Director, Digital Signage. "X2O's compelling and easy-to-navigate content is presented via PSAV's interactive touch screen displays in such a way that meeting goes and hotel guests can find what they are looking for, determine how to get there, and have an enjoyable experience while doing so."

The joint X2O Media / PSAV application features touch screen technology enabling each unit to integrate into the hotel's content-management system to ensure the most current meeting location information is presented. The digital signage display allows anyone to access information about conference schedules, hotel facilities, concierge services, amenities and airline arrivals/departures. Among the highlights of this application is an advanced 3D Wayfinding tool based on hotel floor plans that illustrates how to navigate from one area to another.

"Many factors figure into a successful digital signage deployment, but at the end of the day, it's what appears on the screen that matters," said Richard Lebovitz, editorial and education director for DSE, in a prepared statement. "Relevant, contextual content is a prerequisite for any digital signage, whether in a corporate lobby, a retail store or public square."

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David Wilkins, X2O Media President and CEO, said winning the "Excellence in Content Design Award" once again supports his company's belief that interactive touch screen digital signage is the new in-demand guest-services technology for the hospitality industry.

"Creating sophisticated, interactive content is as critical to enhancing the convention experience – no matter how big or small an event may be," Wilkins said. "The combined expertise of X2O and PSAV is best in class, as this award signifies, and together we remain committed to developing ongoing solutions that take digital-signage networking to new heights."

Digby Davies, PSAV CEO, said he is very proud of his team and the ongoing relationship with X2O Media, saying: "In today's hotel environment, digital signage technology, if developed properly and used effectively, can generate on-site revenues, motivate return visits for guests and meeting planners alike, and enhance the overall event experience for all in attendance. Good communication is key and the intuitive digital-signage system from X2O and PSAV delivers the right message to the right person at the right time. It's a very powerful marketing and motivational tool, and we are honored that DSE has recognized our efforts once again."

About PSAV® Presentation Services

PSAV is the leading supplier of audiovisual and event technology to hotels, associations, producers and meeting planners worldwide. With over 800 luxury hotels, resorts and conference centers worldwide, PSAV is totally committed to making every live event an unforgettable experience. PSAV's goal is to turn ordinary meetings into memorable experiences so the message lasts. For more, please visit: www.psav.com.

About X2O Media

X2O Media is a full-service provider of technology, network management services, and content services for professional digital signage applications and corporate communications applications. The company offers a wide variety of software solutions for digital signage and interactive networks of all sizes. X2O's award-winning Xpresenter™ provides an end-to-end platform for the creation, management, and distribution of content at broadcast quality, and at a fraction of the time of other solutions. In addition to technology, X2O offers content design, acquisition, management, distribution, and monitoring services for digital signage networks. More information about X2O Media is available at www.x2oedia.com.

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