

## Digital Signage Forum Announces Digital Signage Woman and Man of 2007

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**Kris Matheson, Vice-President Marketing / New Business + Venture Development of Artisan Live and Brandy Siler, Executive Sales Consultant of Blue Pony Digital recognized for industry development contributions.**

SILVERDALE, WA (November 28, 2007) – Digital Signage Forum ([www.digitalsignageforum.com](http://www.digitalsignageforum.com)), the leading interactive forum media source, Digital Signage News, Online Buyer's Guide and Network Database today announces Kris Matheson of Artisan Live as Digital Signage Man of 2007, and Brandy Siler, Executive Sales Consultant of Blue Pony Digital the Digital Signage Woman of 2007.

Each was distinguished for their notable impact on their Digital Signage business or the industry in general, who works directly in the Digital Signage industry as an outstanding employee, manager or business owner that is making a great impact on the digital signage industry.

"We are honored to have this panel of judges and high caliber of nominees and winners. They represent credibility, insight and expertise into digital signage from a variety of job perspectives" said Lisa Jachimowicz, President of the Digital Signage Forum. "This is the second annual Men & Women of Digital Signage award distinction which acknowledges the contributions of individual people to the development of the digital signage industry.

Brandy Siler of BluePony Digital ([www.blueponydigital.com](http://www.blueponydigital.com)) was named as Digital Signage Woman of the Year for 2007. In nominating Brandy Siler, Jay Patel - President of Bluefire Digital -stated "As executive sales consultant of one of the most creative and friendly US providers, Brandy Siler has made major contributions to the growth of digital signage in the content vertical segment market."

Kris Matheson, Vice-President of Marketing / New Business + Venture Development was named Digital Signage Man of the Year for 2007. Partnerships and relationships needed for the complex creation process for network deployments have been developed at Artisan, which has reduced project risk significantly and dramatically improved engaging, dynamic and interactive visual content.

In the nomination, Rich Perry of BTV+ ([www.btvplus.com](http://www.btvplus.com)) stated "Vice-President of Marketing, Kris Matheson has recognized the importance of the transformational potential of Digital Signage and has strived to become a leader in the production, programming and placement of content for retail and out-of-home digital media. The ripple affects of the strong worth ethics of content providers has strengthened the industry and spawned new business to develop around the globe to take advantage the growing market."

Josh Coffman, Partner DNA Network ([www.hoteldigitalsignage.com](http://www.hoteldigitalsignage.com)) and Digital Signage Forum moderator/Digital Signage Forum Judge stated "Brandy Siler has really put a lot of time and effort into the industry. She really cares about it and has worked hard to educate those involved in the importance of creative and high quality content. Under Brandy's supervision, Blue Pony's Digital content is located online and in more than 1,350 screens in digital signage with consistent high quality advertisements and tradeshow content for many high profile vendors".

Jay Patel President of BlueFire Digital ([www.bluefiredigital.com](http://www.bluefiredigital.com)) stated "Kris is credited with starting Artisan Live and has brought digital signage to the forefront of retailers, brands and agencies' minds as a communications tool in retail and out-of-home environments. Under his leadership, Kris and his colleagues at Artisan Live have won many Digital Signage Awards and have written articles in many leading industry publications. Kris is also involved in monthly Digital Signage Socials, an intimate setting that brings retailers, brand and agencies together with industry players to discuss trends, interests and ideas regarding digital signage. In all, Kris Matheson is an evangelist of the digital signage industry and the Digital Signage Forum is proud to honor him as 2007 Man of the Year."

The judging panel agreed that, as Man and Woman of Digital Signage 2007, Kris Matheson and Brandy Siler are the leading force at a time when one of the most important ingredients in moving the industry forward is that of quality, dynamic content and efficient collaboration.

The Strategy Institute has been the primary source of education on Digital Signage through its conferences, and for the second year in a row has been the venue of choice by the Digital Signage Forum to host the Man and Woman of Digital Signage contest.

Each Winner receives three months of free advertising on the Digital Signage Forum ([www.digitalsignageforum.com](http://www.digitalsignageforum.com)) and a certificate award of accomplishment as Man and Women of Digital Signage 2007 from the Digital Signage Forum.

#### **About The Judges:**

The four judges were:

Josh Coffman, Hotel network expert for DNA networks and Digital Signage Forum moderator/product specialist.

Rich Perry, Director, US & Mexico Sales and Interactive Specialist for BTV+.

Jay Patel, President and Interactive Out-of-home specialist of BlueFire Digital and

David Ellis, Industry Media Expert and Executive AAF Consultant.

Each is recognized for their immense knowledge of and outstanding contributions to the Digital Signage industry.

**About The Digital Signage Forum:**

The Digital Signage Forum is an network database and interactive forum that offers opportunities to learn, contribute expertise and be a part of a community that is recognized in all nations. It is the leading news, information and interactive source of the Digital Signage industry today.

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