



Steve Gurley, Symon Communications' SVP of Marketing, to Speak at Screen Media Expo 2010 on Mobile/Digital Signage Convergence

Steve Gurley will discuss the continued convergence of mobile technologies and digital signage and how this convergence will further enhance the measurement of digital signage viewership.



(LONDON, UK - APRIL 22, 2010) Mr. Gurley will outline the various ways that mobile technologies are being used to enable digital signage owners and operators to gain valuable insights into customer behaviours and preferences. He will also talk about emerging mobile trends and what these trends will mean to digital signage implementations both now and in the future.

Says Steve Gurley: *"Digital signage undoubtedly represents an engaging way for businesses to reach consumers, reinforce their brand and promote their offerings; however, a key limitation has been its ability to provide metrics on how viewers respond to content – specifically calls to action. The convergence of mobility and digital signage changes this and gives owners / operators the ability to measure viewership and engagement with a greater degree of accuracy."*

Steve Gurley is a recognized authority on the convergence of mobility and digital signage, with in excess of 20 years experience in mobile and wireless technology. He will be available on the Symon Dacon stand – E9, to answer questions and demonstrate the Symon digital signage solution including the latest version of InView Mobile, the company's Smartphone application that delivers location-specific content directly to Smartphones.

This seminar will take place at Screenmedia Expo on May 6th 1-2:30pm to register please visit <http://www.screenevents.co.uk/screenexpo2010/seminars/mobile.html>

About Steve Gurley

Steve Gurley is responsible for all aspects of global marketing and new market development for Symon Communications, a leading provider of visual communication and digital signage solutions. He has made numerous editorial contributions on the subject of mobile digital signage in publications such as Digital Signage Today, Digital Signage Magazine, The Digital Signage Association Blog and many other sources. Steve also authors his own blog on mobile technologies and the convergence with digital signage

Visit Symon Dacon at Screen Media Expo, Earls Court, London, UK on 5th – 6th May 2010. Stand E9.

About Symon Dacon

Symon Dacon, the international subsidiary of Symon Communications, is a leading expert in the design and implementation of intelligent digital signage and visual communications solutions. Symon Dacon's enterprise-wide networked solution combines real-time data and dynamic content in order to communicate information that is timely, targeted and relevant.

From corporations to hospitality, education to healthcare, Symon Dacon offers turnkey solutions which include software, hardware, consultancy, professional services and creative content. Accommodating a wide range of endpoints from interactive displays to Smartphone's and 3D displays all from one central platform, Symon Dacon's expertise and forward thinking approach is acknowledged throughout the world.

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