



## MULTIMEDIA LED Receives 2007 DIGI Award for Corporate Application, Excellence in Creativity

Third Annual Awards Presented by The Digital Signage Group

Rancho Cordova, CA (April 4th, 2007) – Multimedia LED, today announced that it has won a 2007 DIGI Award in recognition of excellence in the digital signage industry.

The annual DIGI Awards, the only industry awards to recognize the outstanding resellers, dealers and integrators of digital signage, are presented by The Digital Signage Group, a digital signage consulting and project management company.

Multimedia LED was recognized in the **Corporate Application, Excellence in Creativity** category, for its work on **WLS/ABC7 Obelisk** – one of the world’s most unique displays in Chicago, twisting & curving 40 feet into the air like a strand of DNA. The Obelisk has become a tourist attraction and landmark for the downtown Chicago area.

The 2007 DIGI Awards honored 11 winners in five categories: Retail, Corporate, Transportation, Education/Healthcare and Judges’ Choice. This is the third year of the annual awards, which are sponsored by Minicom, Peerless, & Samsung.

The winners in 2007 continue to, **not only complet excellent work, but are pushing the digital signage industry forward**. The winners are chosen from entries received from around the world.

The awards were judged by: David Keene-Editor of Digital Signage Quarterly and DIGI Awards Judges Panel Chairman. Bill Collins-Principal of Decision Point Media Insights, Kurt Witzel-Sr. Manager Retail Marketing Anheuse Busch Inc., Alan Brawn-Principal Brawn Consulting, Ed Well-Editor “The Source Book” for Inc. Magazine.

Cabinet: Build - Obie Construction  
Design - MultimediaLED

Designer: Vojo Narancic of Legat Architects  
Fabricator: MultimediaLED  
Software: MultimediaLED

Content Creation & Management: WLS/ABC7

Hardware: MultimediaLED  
Front-end System: Tigris Systems  
Installation: Mecor

