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Signpix Inc. Sets Up Digital Signage

The latest innovation in promotion and advertising media, digital signage, is now in Sault Ste. Marie. The Digital Signage Network is operating at the Station Mall on six 42-inch, high resolution, flat panel communications displays, set up by a new Sault Ste. Marie business, Signpix Inc.

Signpix custom-designs Digital Media Network solutions for clients and operates the Digital Signage Networks. The system at the Station Mall

location is programmed to run during the Mall hours with continuous, seamless advertising display on the main panel. There is also a local RSS feed (news ticker) along the bottom of the screen as well as an events calendar and local weather on a panel at

the side of the display.

"Technology is changing,"



says partner, Kris Frandsen, "and the aspects of advertising and

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Innovation Centre on a Winning Streak!

The Sault Ste. Marie Innovation Centre (SSMIC) was in the limelight all week starting May 1st with the first Northern Ontario GIS (Geographical Information System) in Healthcare Workshop, orchestrated by the SSMIC; an Award of Excellence, from ESRI Canada, specifically for the SSMIC's advancement of technology to support health and human services in the community; and two awards presented by URISA (Urban & Regional Information Systems Association), the premiere non-profit organization for the use and integration of spatial information technologies at the Be Spatial '06 Presentation and Expo.

"The Innovation Centre has received awards in the past for their innovative GIS solutions, and these awards allow the City of Sault Ste. Marie to uphold their reputation as leaders provincially, and nationally,

for embracing GIS and being progressive in the use of this technology. I am very proud of our Innovation Centre," said Mayor John Rowswell.

With exceptional leadership and project management, the SSMIC brought together a group of partners to form the Community Geomatics Centre (CGC) which includes: the City, PUC, Fire, Police and Economic Development

Corporation of Sault Ste. Marie, the Algoma Health Unit, Sault Ste. Marie and Region Conservation Authority, the Sault Ste. Marie District Social Services Board, Child Care Algoma, Children's Aid Society and Community Quality Improvement.

The group of partners combined ideas, data and GIS tools in efforts to improve the health, safety and social well

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GIS in Healthcare Workshop presenters, left to right: Mark Lefebvre, Paul Beach, Kieren Tinning, Chris Sambol, David Lewis, Alex Miller, Elizabeth Bodnar, Judy Tucci, Marlene McKinnon.

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Visit: www.ssmic.com

This monthly newsletter will bring you up to date on all the activities of the Sault Ste. Marie Innovation Centre.

UPCOMING EVENTS

May

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- **May 1st – GIS in Healthcare Day** – Sault Ste. Marie Innovation Centre
- **May 2nd - ESRI Regional User Conference** – Algoma University
- **May 5th - HP Road Show** Algoma's Water Tower Inn
- **May 17th - Nortel NetXpress Mobile - Technology Showcase** - Bell Canada Work Centre (Across from the Water Tower)
- **May 31st – IT Breakfast – 7:30 a.m., Gran Festa Ristorante**

For more info please contact:
Sarah Watson
942-7927 x-3122 or
E-mail:
swatson@ssmic.com

IP 101

The Sault Ste. Marie Innovation Centre (SSMIC) has invited three experts: Dumitru Olariu of the Canadian Intellectual Property Office (CIPO), Marcel D. Mongeon, Office of Research Contracts and Intellectual Property at McMaster University, and Gilles Boisvert, NRC-IRAP; to Sault Ste. Marie to deliver an Intellectual Property (IP) information session on June 7th.

The half-day workshop will provide participants with an overview of CIPO, a basic knowledge of Intellectual Property and trade secrets, and an idea of how to convert their IP into commercial products and services.

IP refers to the creations of the mind, such as inventions, literary and artistic works, as well as symbols, names, pictures, designs and models used in business. Patents, trade-marks, copyrights, industrial designs, integrated circuit topographies and plant breeders' rights are referred to as 'IP rights'.

Please contact Jason Villeneuve at the Innovation Centre for more information on this workshop or to register: jvilleneuve@ssmic.com or 942-7927.

Do you Dare? Algoma U Does.

After an intense interview process on Friday May 12, the Team Log2n (Gavan Acton, Mike Bicchchi, Spencer Congdon, Nathan Inch and Darren Schnare) were successful in their bid to represent Algoma University

at the world-class Dare to be Digital Competition at the University of Abertay, in Dundee Scotland.

This is the first year that the Computer Gaming Competition is being offered to students on this side of the Atlantic Ocean.

The students are on a strict timeline to pull together all the elements of a computer game.

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being of the community. Examples include:

- Early Childhood Development: Factors influencing early childhood development are mapped including domestic dispute calls, hospital birth data such

as birth weight and age of mother, etc.

- West Nile Virus: Sewer catch basins, used tire storage areas, stagnant water bodies are mapped and analyzed with mosquito

The judges, three local and three from Abertay, Dundee via video-conference, interviewed two teams to determine which team's computer game and team members had the best potential to survive and

prosper through the Dare to Be Digital competition.

On June 8th team Log2n will be on a plane, tickets courtesy of Algoma University, to Dundee Scotland and

on June 12th they will begin developing their video game. It is all wrapped up ten weeks later, on August 18th, with a special awards ceremony and talent showcase, after which, team Log2n will take home the life altering experience and possibly a prize.

and bird testing results along with demographic data to determine high West Nile risk areas.

The above examples, plus others, have had some immediate benefits to the community, other benefits will be long term but all will lead to an improved community.

"It is the vision of the SSMIC that small communities and organizations can group together to implement high-end GIS solutions at affordable costs," said Paul Beach, GIS Program Manager, SSMIC. "Already, the SSMIC and its private sector partners have assisted the communities of Wawa, Chapeau, White River, Hornepayne, Dubreuilville and Blind River in implementing a multi-community GIS and we look forward to expanding with additional projects in the future."

Signpix cont'd...

communications are going to change as well. The Station Mall averages 18,000 visitors daily. Our Digital Signage Network moves like television and grabs the public's attention."

Signpix is a joint venture



involving three local businesses, each contributing their expertise to the operation of the Digital Signage Network, and are: John Chambers & Associates, marketing/ advertising; ECHOTECH, audio video and telecommunications solutions; and Cre8tivedge, graphic design from concept to completion.

The set up of the Digital Signage Network is managed step-by-step to simplify the process for the client. Signpix's process involves: Designing the technical architecture; choosing the most appropriate display types; selecting the best software to deliver content quickly and effectively; profiling and targeting the audience; creating and editing attractive and appropriate content; maintaining and supporting all elements of the solution.

The Digital Signage Network's content is managed remotely. Updating can be as simple as signing in to an on-line site and editing the content from any location. Graphics run seamlessly and continuously – just like television.

"The beauty of digital signage is that it remains current," said Frandsen. "Businesses can always modify the display without the hassle or expense of ordering new signage every time they want to make changes or run a new promotion."



Innovation Centre Receives an Award of excellence from ESRI. Left to right: John Houweling, ESRI; Paul Beach, Chris Sambol, Sault Ste. Marie Innovation Centre; Judy Tucci, Childcare Algoma; Alex Miller, ESRI.