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## **Professional Communications Systems Receives DIGI Award for Performing Arts Center Project**



TAMPA, Fla., Dec. 7, 2009 – Audiovisual and broadcast systems integrator Professional Communications Systems (PCS), and its client the Tampa Bay Performing Arts Center (TBPAC), were named recipients of a DIGI Award at the 2009 Digital Signage Show, held recently in New York City. The DIGI award, which honors innovation and excellence in the digital signage industry, was bestowed in the Best Content – Ambience / Brand Building category. The award was presented in recognition of work performed at the Center’s multiple facility campus. TBPAC, which is changing its name to the David A. Straz Jr. Center for the Performing Arts, is located in Tampa, FL.

The award was announced by Digital Signage Magazine, which sponsors the Awards competition. Digital Signage Magazine editor David Keene, who chairs the Judges Committee for the competition, commented that “the DIGI Awards recognize the resellers, integrators and service providers who have gone the extra mile to ensure success for their clients, thereby furthering the digital signage industry as a whole.”

PCS was challenged to design a system that would enhance the total entertainment experience of visitors and patrons as part of the Center’s *Experience Marketing* initiative. The intention is to immerse customers through the use of high definition video, programmed music, and exciting graphics, creating an aural and visual “overture” that sets the mood and enhances the ambient environment in these areas. A Harris Infocaster digital signage system, multiple video displays, and a dynamic digital audio music and announcement system serve as core elements of the project. The integrated systems enable Center personnel to create, manage and distribute high-definition video and program content to dozens of HD monitors and audio zones located throughout campus facilities. The 335,000 sq. ft. campus comprises five theaters with separate lobbies, a conservatory, three restaurants including outdoor dining, garden esplanades and parking areas.

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"We're most honored to receive this prestigious award," said Tony Stephens, president of Professional Communications Systems. "The digital signage and audio solutions that were designed are unique and are accomplishing what the Performing Arts Center set out to achieve. The system has put TBPAC at the forefront in technology that fosters engagement with customers and patrons. The Center's innovative *Experience Marketing* program has established it as a leader among Performing Arts Centers nationwide. We're proud to have been an integral part of the project and to have worked so closely with TBPAC personnel in its implementation."

### **About Professional Communications Systems**

Professional Communications Systems, Inc. (PCS) is a full-service audiovisual and broadcast technology consulting firm, systems integrator and equipment supplier specializing in design, facilities planning, engineering, installation and maintenance services. Headquartered in Tampa, Fla., PCS maintains regional offices in Fort Lauderdale, Jacksonville, Miami, Orlando and Pensacola, Fla. as well as Albany, Ga.

Since 1985, the company has provided leading edge visual communications systems solutions and services to the broadcast and audiovisual communications markets. PCS is a division of Media General, Inc., owner of television, newspaper and Internet media properties throughout the Southeastern United States. Additional information about PCS, along with a portfolio of client case studies, is available at [www.pcomsys.com](http://www.pcomsys.com).

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### **Suggested Caption:**

**Professional Communications Systems receives a 2009 DIGI Award  
for digital signage / audiovisual systems integration  
at the Tampa Bay Performing Arts Center in Tampa, Fla.**