



## MEDIA PRESS RELEASE

Calgary, October 27, 2023

### **VueTronic Receives Prestigious BEST OF ALBERTA 2023 Award in the DIGITAL SIGNAGE Category**

**VueTronic**, a leading innovator in the LED display industry, is thrilled to announce its recognition as the **1<sup>st</sup> place winner** of the esteemed 2023 **BEST OF ALBERTA** (BOA) Award, in the DIGITAL SIGNAGE category, from the **Alberta Sign Association** (ASA).

This award is a testament to **VueTronic's** commitment to excellence in LED technology and its dedication to pushing the boundaries of innovation. **VueTronic** a Canadian company, operating out of Edmonton, Alberta, has earned a stellar reputation in the digital signage space. Through their commitment to quality, innovation, and unrivaled customer service, **VueTronic's** digital transformations help uplift Brand Awareness, Marketing Initiatives, and User Experiences.

**VueTronic's** Owners & Partners, Terry Balaban and Bill Shepansky, expressed their gratitude for this prestigious accolade, saying "Receiving the **BEST OF ALBERTA** Award is a remarkable milestone for **VueTronic**. We are humbled and honored to be recognized by the ASA for our contributions to the digital signage and display industry. This award is a testament to the hard work and dedication of our entire team. We are committed to pushing the boundaries of innovation and setting new standards in the digital signage industry."

**VueTronic** also received a 3<sup>rd</sup> place recognition for their installation of a digital LED stage backdrop at Edmonton's Cook County Saloon.

For more information about VueTronic and its award-winning LED Displays, please visit [www.VueTronic.com](http://www.VueTronic.com) or contact:

**Monica Shepansky**  
Sales & Business Development  
[Monica@VueTronic.com](mailto:Monica@VueTronic.com)  
780-915-7500





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### Addendum

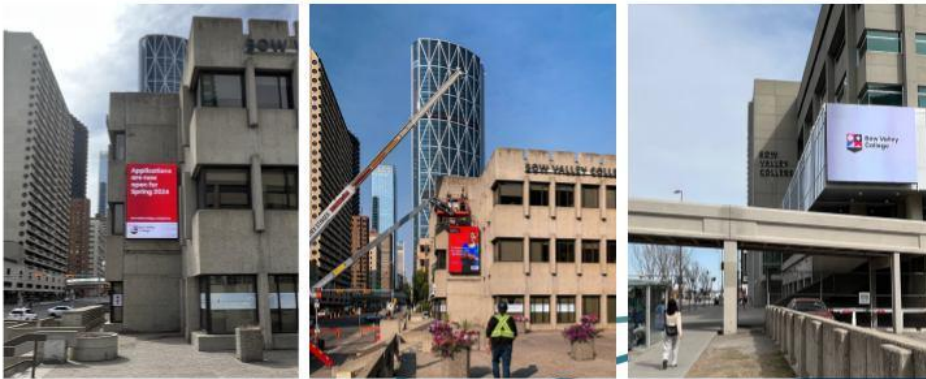
#### About the Winning Submissions:

#### **BOA 1<sup>st</sup> Place Winning Submission: Bow Valley College, Calgary**

Bow Valley College required high-quality, custom built, dynamic displays that would transform the rebranding of their downtown college campus. The LED install was strategically designed by Krawford Construction to cover existing windows and mount into existing structures with the help of Sunmar Contracting. The software needed to interface seamlessly with Bow Valley's existing digital platform. They purchased two **VueTronic** LED's for the campus. This award-winning project was a complete success and now whether you are going eastbound or westbound by the Bow Valley campus, you will see stunning **VueTronic** displays and eye-catching creative content and messaging, right in the heart of downtown Calgary.

Digital Signage  
**WINNER**

Bow Valley College | **VueTronic**



**BOA** Best of  
Alberta  
SIGNAGE &  
GRAPHICS  
AWARDS



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### BOA 3<sup>rd</sup> Place Winning Submission: Cook County Saloon

Edmonton's best country bar is Cook County Saloon. They have been the favorite venue for live music, socializing, and country dancing for over 40 years. Looking to upgrade their space and appeal to the changing demographic of country music fans, they had VueTronic manufacture and install a stunning 5.9'H x 19.89'W indoor small-pitch, 2.4mm micro SMD, LED display that would interface with their existing video & audio infrastructure.

Not only does this magnificent **VueTronic** LED display serve as a central focus in Cook County's user experience, it is a visual enhancement as the backdrop for live music bands, live footage of the crowd dancing, offers sponsorship opportunities for events, and markets internal promotions for the venue.



Cook County Saloon – Digital LED Backdrop



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### **About the Alberta Sign Association:**

The Alberta Sign Association is a prestigious organization that recognizes excellence in the signage and display industry in Alberta. Through its **BEST OF ALBERTA** (BOA) Signage & Graphics Awards, the association highlights the achievements of business and individuals who have made significant contributions to the industry. **VueTronic's** wins in the Digital Signage category reaffirms their position as a pioneering force in this sector.

For more information visit [www.albertasigns.com](http://www.albertasigns.com).

**VueTronic** are proud members of the Alberta Sign Association, the Sign Association of Canada, and the International Sign Association. Visit us at [www.VueTronic.com](http://www.VueTronic.com).

