

SIGN POSTS

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Meet the Maker | Bill Shepansky:

‘Don’t just design for today—design for what’s next’

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By Marika Gabriel

Hello, readers!

Welcome back to *Meet the Makers*, a series that takes a playful, engaging approach to showcasing the personalities and expertise of sign pros while staying rooted in the signage industry.

This week, we feature **Bill Shepansky**, owner and managing partner at **VueTronic**, a leading provider of LED digital displays headquartered in Edmonton. With a career that began in newspaper advertising and later transitioned into radio, Shepansky built a name for himself in national and local media sales before pivoting into digital signage.

After a successful run in broadcasting, Bill became an early innovator in interactive display technology. This led to the launch of VueTronic, which specializes in wholesale indoor and outdoor LED display signage for digital integrators and sign shops across Canada, which he runs alongside business partner Terry Balaban.



Meet Bill Shepansky, owner and managing partner at VueTronic. *Photos courtesy Monica Shepansky*

Shepansky's philosophy blends smart engineering, thoughtful design, and long-term support. His expertise spans the full LED spectrum—from sourcing and fabrication to installation, custom programming, and ongoing service. For Shepansky, a successful digital signage project doesn't end with installation—it starts there. From involving integrators and architects early in the process to ensuring content is compelling and correctly formatted, he believes a well-executed sign is only as strong as the strategy behind it.

As a recognized industry leader and current Alberta Sign Association board member, Shepansky's approach is simple: align vision with execution, and never forget that in the digital realm, content is king. The future of signage isn't just on the horizon—it's already lighting up the streets.

Here are his answers to our questions:

What's your sign superpower?

My superpower? I'm an LED display expert.

I know how to design and custom-build them, create a master plan and install them, and—just as importantly—I know how to keep them running for the lifetime of the sign. I also answer my phone (which,

let's be honest, is practically a superpower these days). And we strive to turn quotes around within 24 hours.

VueTronic's superpower is that we deliver LED digital displays ready to install—framed, wired, bench-tested, and ready with content for light-up. Having a great team is also a superpower. Our amazing sales team cares about their clients and attention to detail. We have a tech team that can configure any connectivity situation, a training team that can have the client uploading their creative and managing their sign in no time, an outstanding warranty of 1-year labour and 10-year parts, on-site service, and lifetime remote technical support.

Together with my business partner, Terry Balaban, and over a decade of hands-on experience, we've transformed VueTronic from an average LED supplier into Western Canada's premier wholesale LED display provider, winning many awards along the way.

We proudly source high-quality LEDs engineered for Canada's extreme climate, and we support our partners—a network of Canadian sign shops and digital integrators—with our expertise and commitment to the client and project.

What's the most challenging project you've worked on?

We recently completed a major project—a superboard installation on Highway 2, the key corridor connecting Edmonton and Calgary in Alberta. This superboard spans a massive 4.2 m x 14.6 m (14 ft height x 48 ft width), making it a true standout on the prairie skyline.

It took many partners to come together with the design, structure, foundation, and installation, and it was a monumental task from start to finish, from pouring the concrete foundation to constructing the gigantic steel frame and installing the display in 30°C heat. The successful project is a testament to solid engineering, Canadian-built strength, and a fantastic vision.



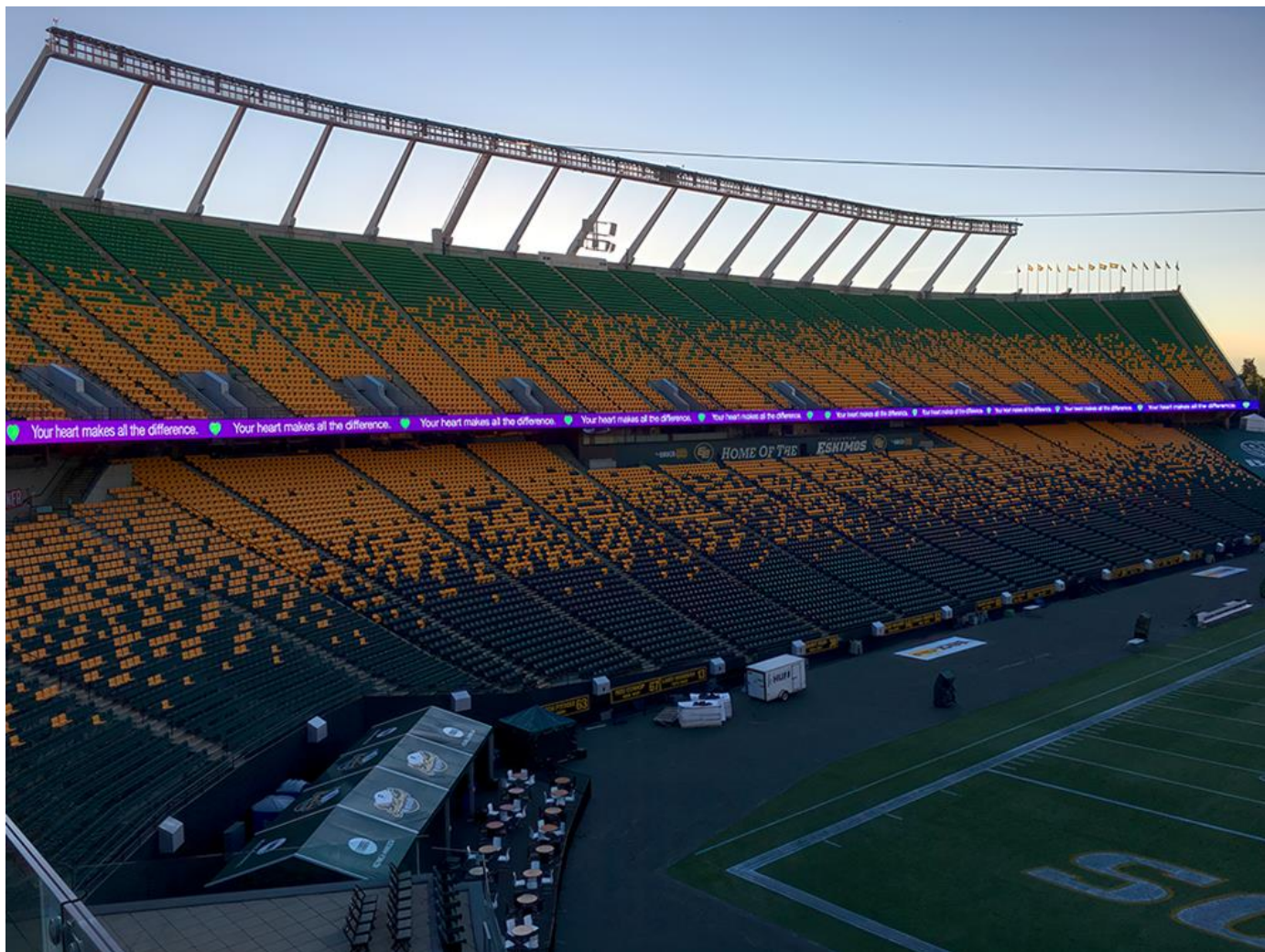
A superboard installation made in partnership with JEDI on Highway 2, the key corridor connecting Edmonton and Calgary in Alberta.

What's a favourite sign or sign system you've created?

One of our proudest projects? The Commonwealth Stadium Power Ring in Edmonton. This one came with a bold challenge: no drilling, no screws—nothing could compromise the stadium's structure. So, we engineered a custom suspension system to hang the massive power ring seamlessly at mid-bowl level.

From there, the project only grew. We added impact-bearing sideline LED signage, pylons, a full-scale video wall, and a stat board—integrated with a bespoke "keystroke bio" control system, all while preserving the stadium's architectural integrity.

It was the largest and most complex project we've ever taken on—and every time I drive past or attend a game, I look around and think: *"VueTronic did that."*



The Commonwealth Stadium Power Ring in Edmonton.

If signage could talk, what's the funniest thing a sign has ever 'said' to you?

With all the ongoing chatter around tariffs and cross-border costs (not to mention the dollar exchange), we've noticed a growing number of sign shops asking for Canadian-made solutions. At VueTronic, we're proudly 100 per cent Canadian-owned and operated, with our LED displays manufactured right here at home.

If our signs could talk, I imagine they'd shout proudly: "TARIFF-FREE LEDs!". Every time I picture that, I can't help but smile.



What's the one piece of signage advice you wish everyone knew?

One piece of signage advice I wish everyone knew?

Don't just design for today—design for what's next.

The signage industry is evolving at lightning speed. Digital displays aren't just a passing trend—they're quickly becoming the new standard across nearly every sector. Investing in the latest tech isn't just smart—it's how you future-proof your signage investment. Signage today isn't static—it's smart, scalable, and strategic. Forward-thinking planning means giving your clients tools that grow with their business.

AI is now disrupting the signage industry by enabling real-time, data-driven content that adapts to audiences, demographics, weather, and traffic. It also streamlines design and automates content creation, helping sign companies deliver faster, smarter, and more targeted messaging, resulting in increased sales and return on investment (ROI).

Digital signage is more than a display—it becomes a strategic business asset. We're seeing it everywhere.

Company links:

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**Meet the VueTronic team at the 2025 Sign Experience Canada Expo,
Niagara Falls, Oct. 2-3 at booth #28.**

#MEET THE MAKERS