University of Waterloo Stratford Campus Wins Gold 2013 Apex Award at the Digital Signage Expo (DSE)

STRATFORD, Ont. (Thursday Feb. 28, 2013) - The University of Waterloo Stratford Campus is pleased to announce that the tallest Christie® MicroTiles® wall in the world has been selected as the Gold Winner in the Education and Healthcare category of the 2013 Apex Awards. The annual DSE Apex Awards honor innovation in the development and deployment of technology in the global DOOH industry. Nominees are the end-use sites of the installation.

Nominated by Westbury National Show Systems Ltd., and chosen by an independent panel of industry journalists, this year’s Apex Award finalists were named from a field of nearly 90 entrants, in 10 major digital signage categories. Gold, Silver and Bronze Apex Awards (in each category) were presented at an awards banquet held on the opening night of DSE 2013 on Wednesday, February 27, 2013, at Caesars Palace in Las Vegas.

The University of Waterloo Stratford Campus brings together technology, business and art, with a focus on advanced education in the rapidly growing field of digital media. The high-resolution, three-storey-high digital display wall serves to showcase content created by students, highlight creative accomplishments and provide a unique canvas for digital media research. The wall, the tallest in the world, is comprised of 150 interconnected Christie MicroTiles (five units wide by 30 high).

“Winning an Apex Award is a great honor for the Stratford Campus. We are extremely proud of the display wall and are thrilled that Westbury National Show Systems nominated it for this award,” said Ginny Dybenko, executive director of the University of Waterloo Stratford Campus. “When people enter the lobby and see the wall, it’s wonderful to see their reactions. The community is fascinated by it and the students are excited about being able to create content that they’ll be able to display on the wall. It couldn’t have happened without the collaboration teamwork from everyone involved.”

The MicroTiles wall was installed through a partnership of Westbury National Show Systems, rpVisual Solutions, Christie and the University of Waterloo Stratford Campus.

About Waterloo Stratford Campus
The University of Waterloo Stratford Campus www.stratfordcampus.uwaterloo.ca is focused on undergraduate, graduate and executive education programs, research, commercialization and community outreach. This collaborative, strategic partnership between the City of Stratford and the University of Waterloo brings students, leading researchers, businesses and entrepreneurs together to create, examine and commercialize opportunities in the digital media space. The campus
leads an evolution in learning and career preparation. Students are immersed in a rich, technology driven environment where theory and practice, science and commerce, creativity and innovation merge to forward digital media.

**About the University of Waterloo**
In just half a century, the University of Waterloo, located at the heart of Canada's technology hub, has become one of Canada's leading comprehensive universities with 35,000 full- and part-time students in undergraduate and graduate programs. Waterloo, as home to the world's largest post-secondary co-operative education program, embraces its connections to the world and encourages enterprising partnerships in learning, research and discovery. In the next decade, the university is committed to building a better future for Canada and the world by championing innovation and collaboration to create solutions relevant to the needs of today and tomorrow. For more information about Waterloo, please visit [www.uwaterloo.ca](http://www.uwaterloo.ca).