

# Expression of Interest in Participating in the Workshop

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## Participant's Interest

IAdea has been a founding member of the Digital Signage Standards Committee at POPAI (Point-of-Purchase Advertising International), a US-based global retail advertising organization. IAdea CEO John Wang currently serves as the Chair of the Standards and International Affairs Committee at DSMA (Digital Signage Multimedia Association), a Taiwan-based trade organization with over 140 member companies.

IAdea as a company is one of the top vendors of open standards media appliances for the digital signage industry. We support the W3C SMIL and HTML5 formats on our player. We enabled leading software vendors to work cross-platform using W3C standards. In short, we are experienced and strong advocate for standardization in the digital signage industry.

If given the opportunity, IAdea would love to give a presentation on our findings in pushing W3C open standards in the digital signage industry at your upcoming event.

## Point of View

IAdea has been a real practitioner and advocate of open standards (primarily SMIL and HTML5) in the digital signage industry. We believe the industry has lots of gain by adopting open standards. We would like to share our experience in providing media player hardware supporting the W3C SMIL language, and successful business cases with leading digital signage software options including:

- Scala
- SignChannel
- Signagelive
- and over a dozen others (see <http://www.iadea.com/partners> for list)

I believe our experience will provide strong motivation for others in the digital signage community to adopt open standards.