



**Center for Digital Experience launches to advance customer engagement and technology-enabled brand experiences.**

*New Center for Digital Experience will take Customer Engagement Using Digital Place-based Technologies to New Heights.*

**Toronto, ON: March 3, 2017:** The Center for Digital Experience (CDX) was announced today as a program to advance digital experiences by retailers and brands in customer environments.

CDX will provide published resources, live and webinar education and professional networking to advance the planning, design, funding, sourcing, use and optimization of on-location experiences. To advance best practices through this highly inclusive initiative, CDX invites presentation at live and webinar training events, suppliers to list their capabilities in the supplier directory of the CDX website and all professionals to learn and network.

“Digital experiences are the basis of our new economy. Brands and retailers have an increasingly urgent need to apply digital capabilities that serve their omnichannel and customer engagement goals. Meanwhile, providers are frustrated by the challenges of profiling and offering their capabilities,” said Lyle Bunn, who will serve as CDX Chair. He added, “The importance of physical locations for business success and of omnichannel related to the empowered consumer is putting pressure on brands and retailers to improve customer engagement and experiences.”

Bill Petrie who will serve as CDX President said “Professionals involved in place-based screen media, marketing and communications need to connect with each other to bring innovation to Business to Consumer (B2C) relationships, as well as Business to Business (B2B) and Business to Business to Consumer (B2B2C).”

The two digital technology veterans have had many successful collaborations in industry development through association management, market research,

supplier support and advancing the application of technologies.

A launch event for the Center for Digital Experience will take place on Tuesday, March 21, 2017 (3-2-1), 5-7:30PM at the Marriott Eaton Center at 595 Bay Street in downtown Toronto. Registration is required with participation pre-payment. See [www.cdigex.org](http://www.cdigex.org) - **EVENTS**

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### **Why is this being done?**

The application of technology-enabled digital experiences in sectors such as retail is being subordinated to investment in mobile, online and other omnichannel initiatives, while the physical store or branch is a key point of brand development and business success. CDX is not an association or conference event, but a program of business development for end users and providers.

### **How did it come about?**

The CDX approach started during conversations with retailers, agencies and providers at the National Retail Federation (NRF) annual conference held mid January in New York. The need to increase the focus on digital experiences with information and networking became clear, leading to Lyle Bunn and a number of retail and provider coming together to make the CDX a reality.

### **What is the geographic scope of CDX activities?**

North America is the primary focus though materials available online will extend its reach. Monthly events are planned for Toronto during 2017 and the CDX will be quickly establishing networking events in major US cities that may have an additional educational element. Educational webinars will be provided monthly and notice of new research, case studies and best practice guides for download will be ecast to the large contact base of CDX.

### **How can providers of digital experience be involved?**

The work of CDX is primarily supported by sponsorship, so CDX welcomes sponsor and presentation discussions with providers, who should participate in networking and education events and list their capabilities in the Directory of [www.cdigex.org](http://www.cdigex.org) as this is activated in the next month.

### **Will Lyle Bunn service role change?**

Lyle Bunn will continue to provide services as usual as North America's longest-serving provider of digital place-based media analysis, advice and education.