

The Regulation of Digital Signage



With the advent of new technology in signage, many municipalities are behind in offering sign codes that address digital signage. From on-premise signs to large digital billboards, the impact of this technology will be immense. Presenters will focus on the legal ramifications of regulating this emerging technology, the health and safety aspects of increasing visual clutter and driver safety, as well as a presentation on the capabilities of the technology.

- 1 Legal Issues Pertaining to Digital Signage
Stacey Graham, Staff Attorney, SCRUB
- 2 Safety Impacts of Emerging Digital Display Technology
Jerry Wachtel, CPE, President, The Veridian Group, Inc
- 3 The Message and the Medium: the New PECO Crown Lights
Alfred Borden, FIALD, PLDA, Principal, The Lighting Practice

Event Sponsor:



Date: Friday, December 4, 2009
Time: 8:30AM Registration - 8:45AM - 12:00PM Program

Cost: \$20 (PPA Members)
\$30 (Non-PPA Members)
Includes light breakfast

Location: Philadelphia Bar Association
Aramark Building
1101 Market Street, 11th Floor

Credit**: 3 AICP CM Credits,
including 1.0 Law Credit
(** anticipated)



Capital at the point of impact.



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