



Enliten is a team of video, media and technology experts who collectively and effectively work toward solving our clients' day-to-day and long-term challenges

Enliten Associate

Adrian Weidmann, Experiential Analyst



Adrian has more than 25 years of experience in working with digital media technologies and business solutions. Adrian is president of Adrian Weidmann Consulting and Associate of the Enliten Management Group.

Adrian's prior digital technology experience includes working with Neve, Visual Circuits, CoolSign, CastNet/Scala, Focus Enhancements, Downstream and Met|Hodder. He has spent the past eight years pioneering all aspects of the emerging digital signage sector and has helped organizations merge their brand equity with creative and technology agents to create engaging emotional customer experiences.

Adrian has been involved with the design, implementation and management of digital media networks for many of the fortune 500 companies in consumer electronics; grocery; brand and big box retail; healthcare; and quick service restaurants (QSR). The applications associated with these networks range from brand merchandising, promotional, training and corporate communications, and digital menu boards to revenue generation.

Adrian has a degree in Mechanical Engineering and studied Business Marketing at the Technical University in Copenhagen, Denmark. Adrian is currently a member and contributor to the RetailWire BrainTrust panel and is co-chair of the 2007 Digital Retailing Expo. He has authored technical papers for the Audio Engineering Society (AES), the Society of Motion Picture and Television Engineers (SMPTE) and Enliten's ***Delivery of Media in the Enterprise*** – a chapter entitled: *In-Store Digital Media Networks – Building a Business Model that Justifies the Investment in Technology.*

For more extensive bios and/or other information, please contact an Enliten representative at (770) 590-1590 or enliten@enliten.net.