

News Release

Northwestern Ontario Innovation Centre Joins Canadian Digital Media Network to Contribute to Digital Media Innovation

Thunder Bay, Ontario – November 27, 2012 – [The Northwestern Ontario Innovation Centre](#) (Innovation Centre), a non-for-profit organization that is focused on growing Northwestern Ontario's innovation capacity), today announced that it has joined the [Canadian Digital Media Network \(CDMN\)](#) a cross-Canada network of digital media innovation nodes collaborating to advance digital innovation nationally.

Through membership in this unique national network, the Innovation Centre will gain domestic and international market exposure for the organization and its client companies. The Innovation Centre will also benefit from having access to unique services that enable the facility and its clients to leverage proven regional programming and best practices of network members. Joining Canada's largest members-only online collaboration of commercialization resources immediately expands the Innovation Centre's client support capability, while enabling national access to regional resources.

"The CDMN was initiated in 2009 and has grown over the past three years to become a collaboration network connecting innovation hubs across the country," said Kevin Tuer, CDMN Managing Director. "We're delighted to bring on board another organization dedicated to furthering Canada's competitiveness in the global digital economy, and to advancing commercialization of digital media innovations."

The Innovation Centre acts as a pivotal player in growing Northwestern Ontario's innovation capacity. The Centre offers support to innovative entrepreneurs, businesses, and community projects in the region of Northwestern Ontario. In addition, the Centre seeks out new approaches to improve, enhance and invigorate a commercialization system in our region. By encouraging ongoing cooperation between business, education and government, the Centre is a driving force to improve economic vitality.

"We are pleased to join the Canadian Digital Media Network and we look forward to the assistance it will provide to the digital media companies in Northwestern Ontario." – Judy Sander, Manager.

Effective today, the Innovation Centre will be a channel for driving participation in national initiatives that support the commercialization of innovation. Applications are currently open for the CDMN Soft-Landing Program, an initiative for mature startups and small- to medium-sized enterprises (SMEs) who can benefit from a getting a toe-hold outside Canada to expand their businesses. Until December 1st, companies can apply for up to \$4000CDN worth of funding to cover travel and accommodation expenses associated with an up to three month stay at a business accelerator in an economy of interest. To learn more, visit softlanding.cdmn.ca.

Another major initiative is CDMN Canada 3.0, Canada's only national digital media forum, which is in its fifth year and will be staged in Toronto in May 14 & 15, 2013. Registration opens this week. Further details will be posted at www.cdmn.ca/canada30.

About The Canadian Digital Media Network

The Canadian Digital Media Network (CDMN) www.cdmn.ca is dedicated to establishing Canada as a world leader in digital media by enabling connections and collaboration of people across the country – entrepreneurs, companies, research institutes and government – and bringing more digital solutions to market. The CDMN comprises Canada's largest concentration of business-driven digital media research, technology development, and digital commercialization expertise; it connects digital media expertise and capability from coast-to-coast, creating a digital convergence corridor. Digital media covers a broad spectrum of technology and services, and includes any information created and shared virtually. Follow [@CDMN](#) on Twitter, join the [Canadian Digital Media Network Group](#) on LinkedIn and like the [CanadianDigitalMediaNetwork Page](#) on Facebook.

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