



Digital Signage | High growth with projects numbering 1 to 49 displays

Second additional question DBCI May/June 2013 for Digital Signage products and service providers:

“In which project size – measured in the number of installed displays – did you generate the highest growth within the last 12 months?”

- Small projects with between 1 and 49 displays were the most dynamic. In this segment 61 % of all polled companies could generate the highest growth over the course of the last 12 months
- Due to the continuous decline in hardware prices and an increasingly attractive offer of easy-to-use and out-of-the box solutions, the installation of Digital Signage networks becomes more and more interesting for the SMB segment
- Nevertheless 25% of all polled companies show their highest growth rate in the segment of medium sized projects with between 50 and 100 displays
- The good business situation in the German language region now enables also smaller retail companies and medium sized companies to invest in Digital Signage networks

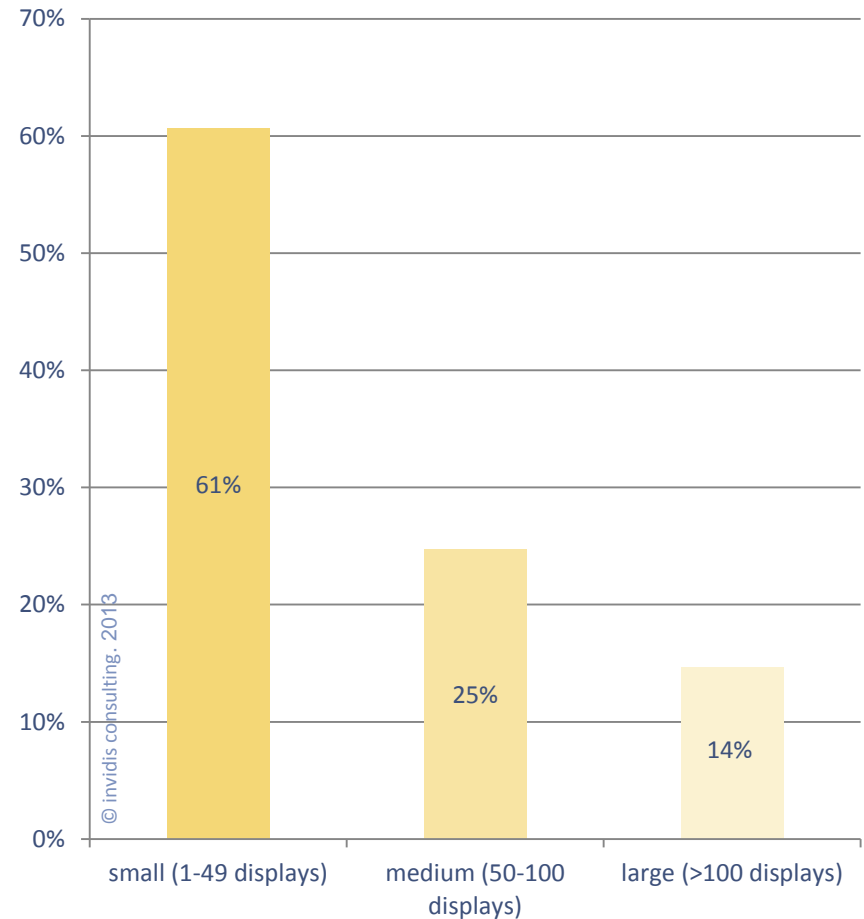


Fig. 17: Results of the first additional question of the DBCI May/June 2013 n=89: High growth rate with projects numbering between 1 and 49 displays