

Retail is the most significant market for the Digital Signage industry

Question: In which vertical markets has your company rolled out the most projects in 2013?

- Retail is with approx. 35% of all Digital Signage revenues the biggest vertical market. Customer engagement, marketing and ambient installations become more and more common not only in most high-street retailers, but also in small and medium businesses
- The corporate communication vertical market has grown exponentially over the last few years. The digitization of employee communications is now seen as a sustainable investment by many companies
- Public is the third biggest vertical market. About 2/3 of the total revenues are generated in the education segment especially for white boards in schools and for student communication networks at universities

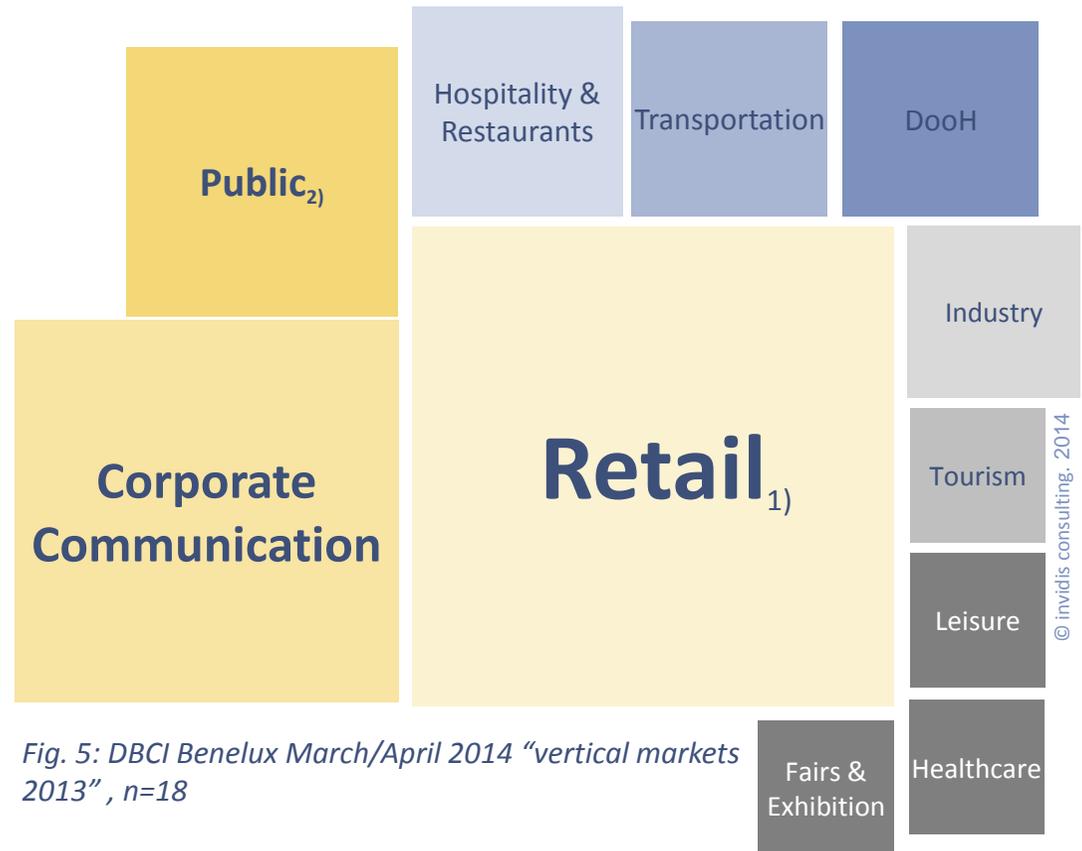


Fig. 5: DBCI Benelux March/April 2014 “vertical markets 2013”, n=18

1) food/non food, mall, banking, telecommunication
2) government & education