



## High expectations for the EXPO 2015 in Milano

**Question:** What you think may be incentives to increase the visibility of the digital signage and digital out of home in the Italian market?

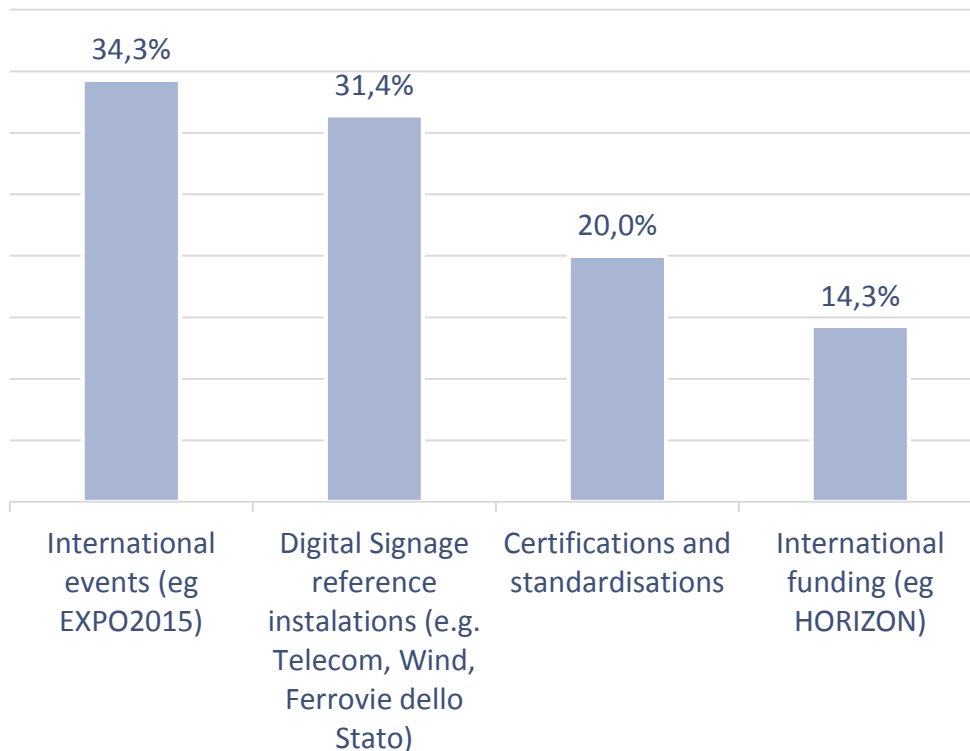


Fig. 4: DBCI Italia May/June 2014 "visibility incentives", n=35

- The participant in the Italian Digital Signage market have high expectations for the EXPO 2015 in Milano and for other reference installations
- The general notion in the industry is that Digital Signage needs more showcases and best practice examples from the local market to convince customers of the USPs
- Especially high hopes are brought forward concerning the EXPO 2015 as this is not only in itself a prestigious project with very good funding but also new infrastructure projects are planned, often including Digital Signage solutions