



Customer demand | High demand for the integration of mobile devices

Question: “How will the customer demand evolve for the integration of mobile devices in Digital Signage installations (e.g. Tablets) within the next 12 months?”



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■ strong growth ■ growth ■ remain stable ■ decline ■ strong decline

Fig. 5: DBCI Poland May/June 2014 “customer demand mobile integration”, n=12

- The integration of mobile devices will be a hot topic in the Digital Signage industry in Poland within the next 12 to 18 months. Almost 70% of all polled companies see a growing demand from the customer for this solution
- Particularly for a direct customer engagement at the POS like in banks or car dealers more and more mobile devices are integrated in existing Digital Signage systems and for new projects they are already factored in before the system is rolled out
- However the creation of multi channel content still is a demanding issue for all players involved



Source: Wincor



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