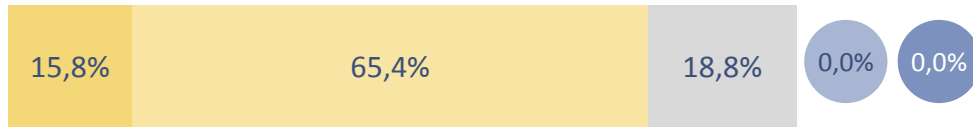




Further research | The trend goes to interactive solutions at the POS

Question: “How will the customer demand evolve for Interactive Digital Signage solutions at the POS within the next 12 months?”



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

Fig. 6: DBCI May/June 2014 “customer demand interactive POS solutions”, n=102

- Interactive Digital Signage installations at the POS will be in high demand from customers in the next 12 months. Almost 80% of the survey participants see good potential for growth in this sector
- In Retail the still most important vertical market for Digital Signage the trend is moving from only depictive systems to installations that will engage the customer directly and make the shopping experience more entertaining¹⁾



Source: xplace



Source: Globus

1) Source: DBCI MarApr 2014