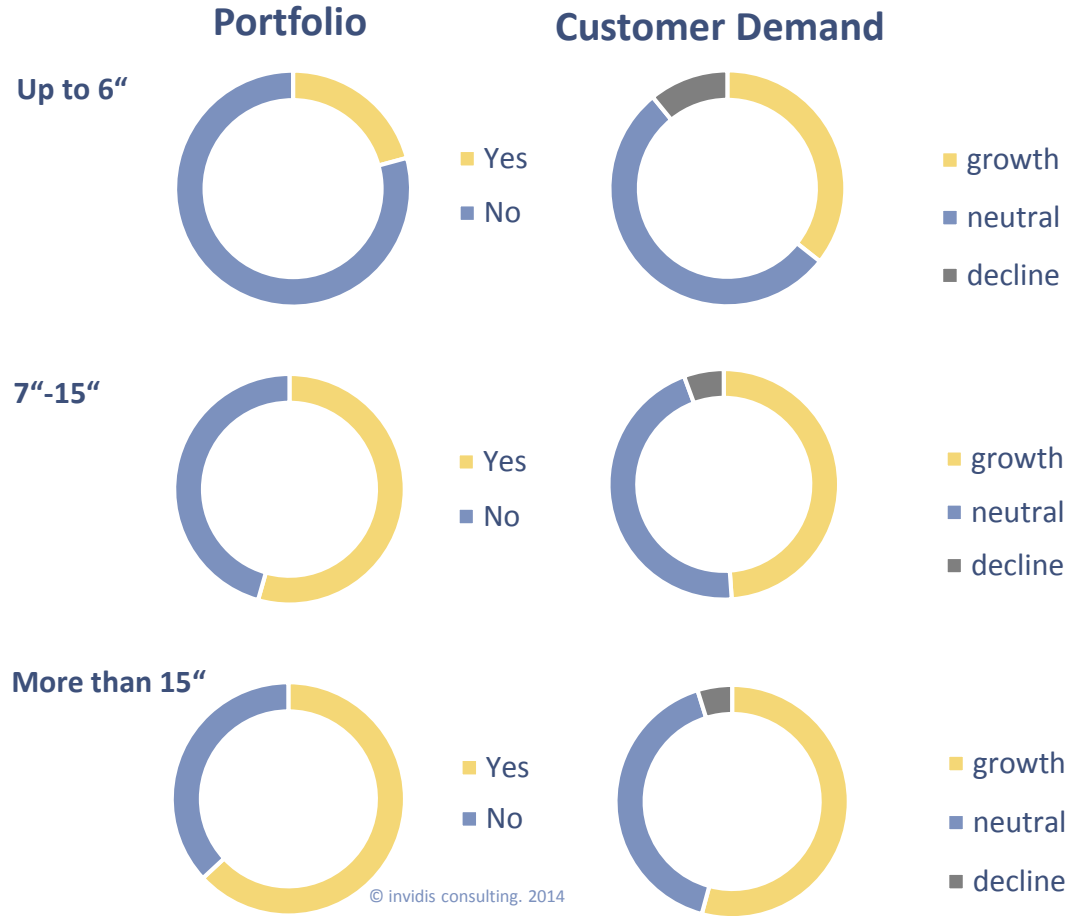




Additional Research | High demand for Small Signage

- Of the polled companies over **50%** have frequently installed or sold displays in sizes between 7" and 15" (tablets) and over **60%** have done this with displays bigger than 15" (office displays)
- In contrast displays up to 6" are still only infrequently implemented. Only **21%** of all polled companies have gathered experience with these display sizes: The reason here is certainly the small number of use cases for these sizes
- The expected customer demand according to the different display sizes shows a similar image. Over **50%** of all polled companies clearly see an increasing demand for displays sizes 7" - 15" or larger than 15" within the next 12 month. On the other hand the majority of the market does not expect to see an increasing demand for displays up to 6"



Question: „Did you sell or install small professional Displays (smaller 32") in Digital Signage installations?"

Question: „How do you think will the customer demand for displays smaller 32" in Digital Signage related projects evolve over the next 12 months?"

Fig. 23: DBCI July | August 2014 „Portfolio & Demand – Small Signage" n=90/88