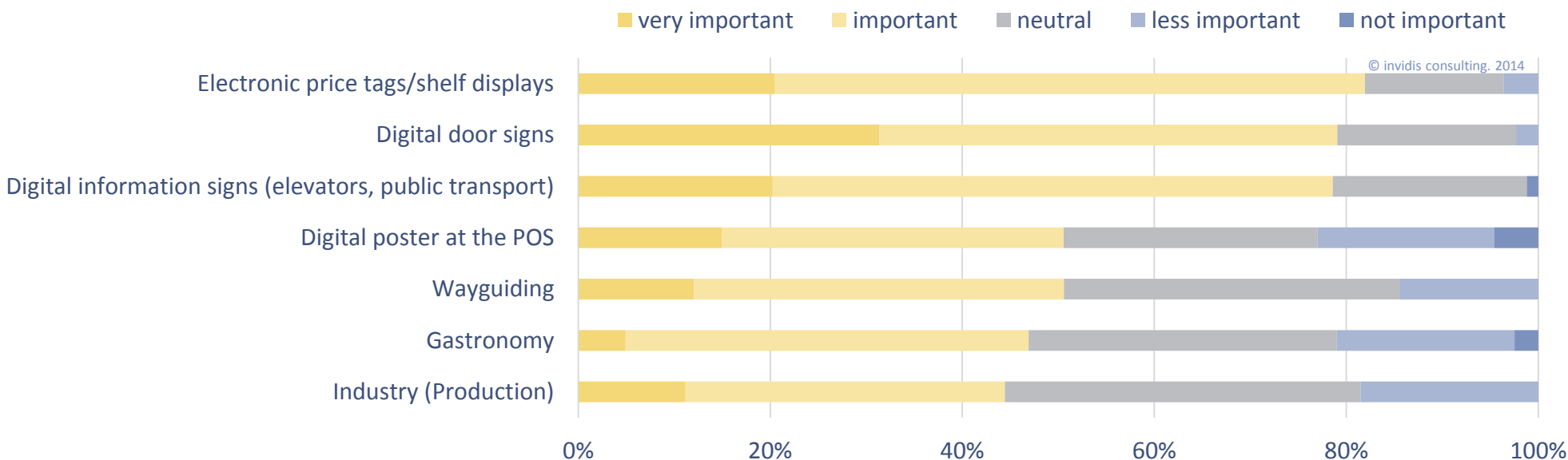


 Additional Research | High potential for Small Signage at the POS

- About **80%** of all polled companies think that shelf displays and digital signs like door signs but also display systems in elevators or public transport are the most important scenarios for professional Small Signage (displays smaller than 32")
- Small Signage at the POS: The polled companies see the highest potential for Small Signage at the POS with shelf displays. The demand for e-posters will still grow, but it is not rated to be as high as for the shelf displays



Question: „Where do you see the most succesfulle use cases for Small Signage?“

Fig. 24: DBCI July | August 2014 „Use cases for Small Signage“ n=87