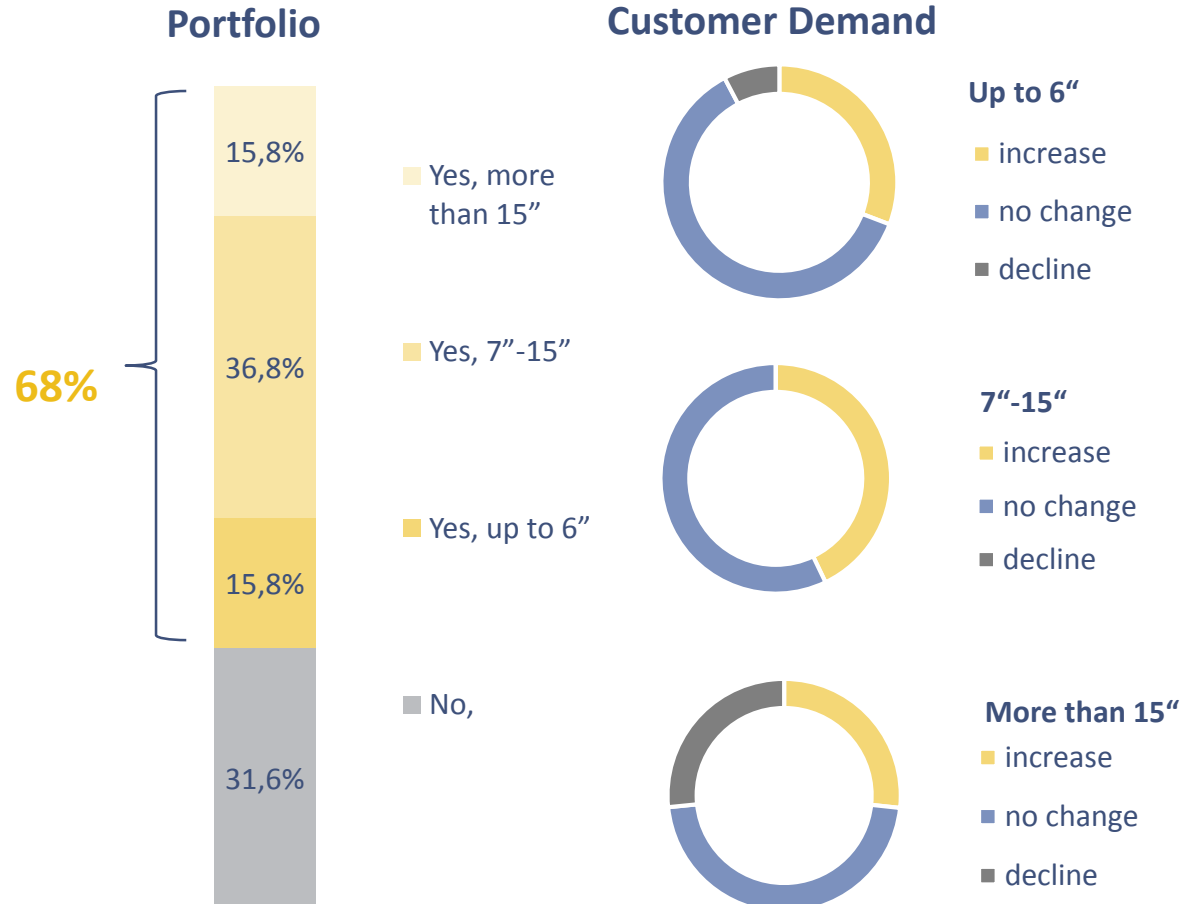




Further research | Increasing demand for Small Signage

- 68% of all polled companies have already installed displays with sizes smaller than 32" in Digital Signage solutions. Particularly the 'tablet' sizes between 7" and 15" are widely in use
- The market participants also predict an increase in customer demand for Small Signage within the next 12 months. For the sizes 7"-15" almost 50% see a rising demand
- However for displays smaller than 7" and bigger than 15" the demand is predicted to be lower. Only 1/4 of all polled companies see here an increase within the next 12 months



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. 4: DBCI July | August 2014 „Portfolio & Demand – Small Signage" n=15