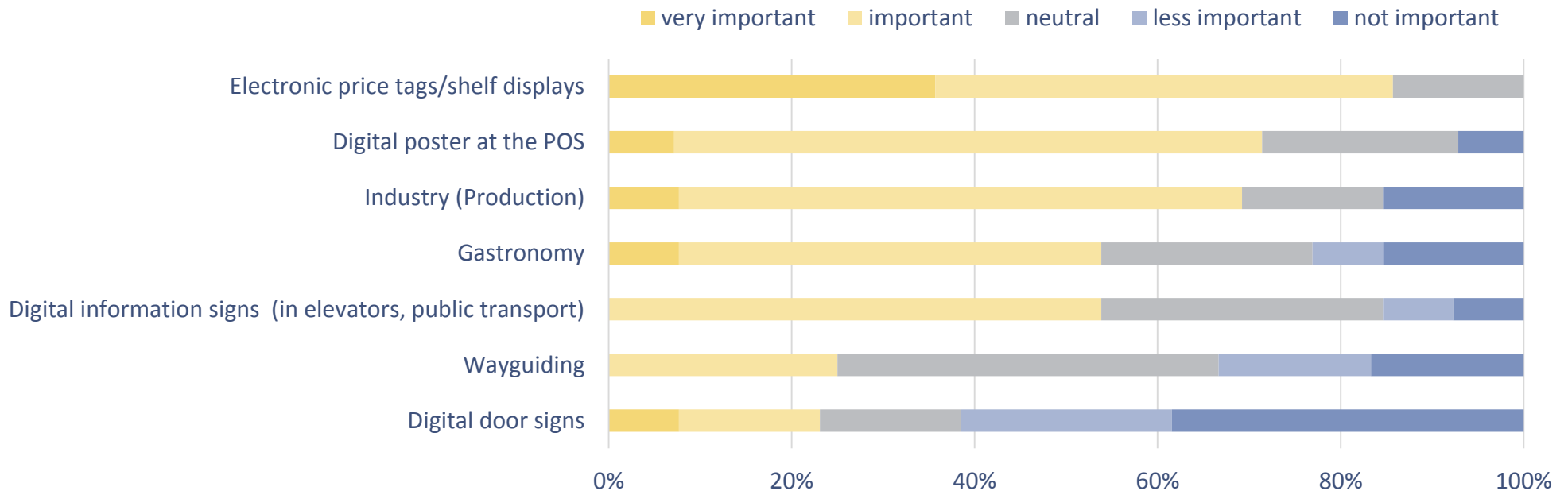




Further research | High potential for Small Signage at the POS

- About **70% to 80%** of all polled companies think that shelf displays and digital posters at the POS 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 important use cases for displays smaller 32“?“

Fig. 5: DBCI July | August 2014 „Use cases for Small Signage“, n=14