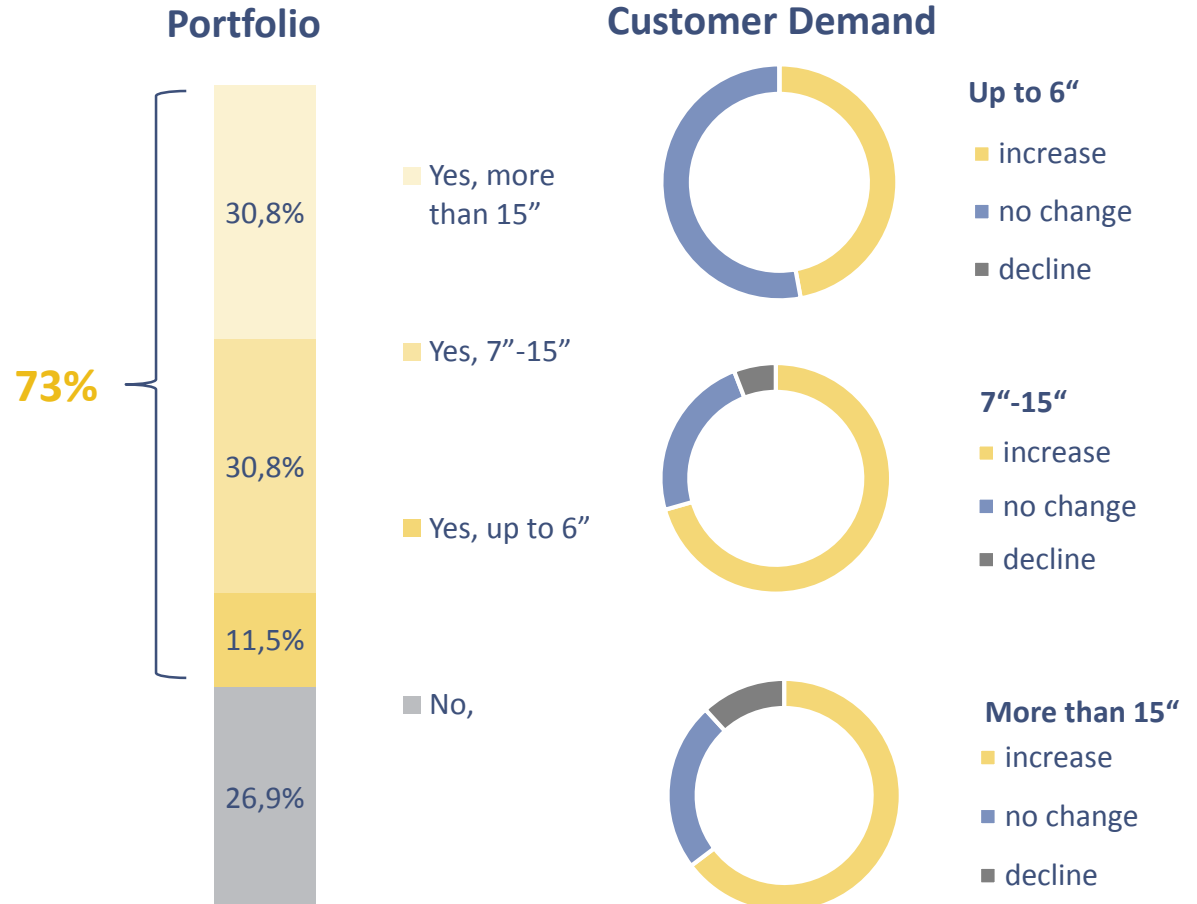


Further research | High demand for Small Signage

- 73% 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" and the 'office display' sizes bigger 15" are widely in use
- The market participants also predict a strong increase in customer demand for Small Signage within the next 12 months. For the sizes bigger than 15", almost 65% see a rising demand with this number growing to 70% concerning the sizes 7"-15".
- Only for displays smaller 7" the demand is predicted to be lower. The reason here is certainly the small number of use cases for these display sizes.



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=17