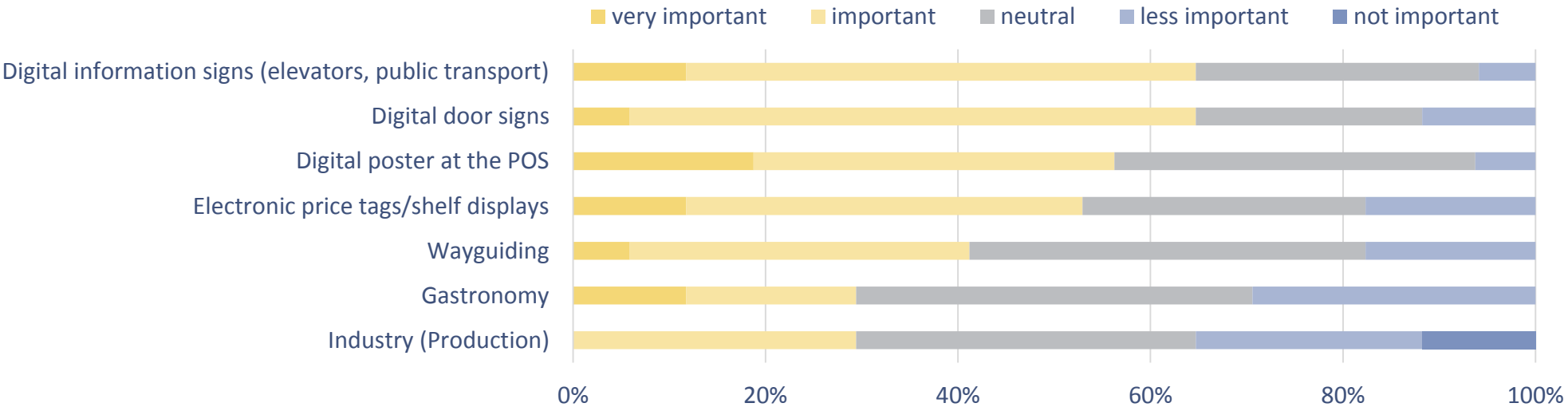


 Further research | High potential for Small Signage as digital signs and at the POS

- Approx. **65%** of all polled companies see the highest potential for Small Signage (professional displays smaller 32") in digital information signs for example in elevators or public transport and also in the special use case digital door signs.
- Modern business and office culture has created a high pressure on the use and allocation of expensive meeting rooms. Here the digitalization of operations and management has a significant effect on the TCO of the office facilities, making the installation of Digital Signage very attractive for companies
- Also between **50%** and **55%** of the market participants see a high potential in the retail sector at the POS. Here electronic price tags as well as e-posters mounted on the shelves or integrated in the shop furniture will have a big share of the revenues generated



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=16