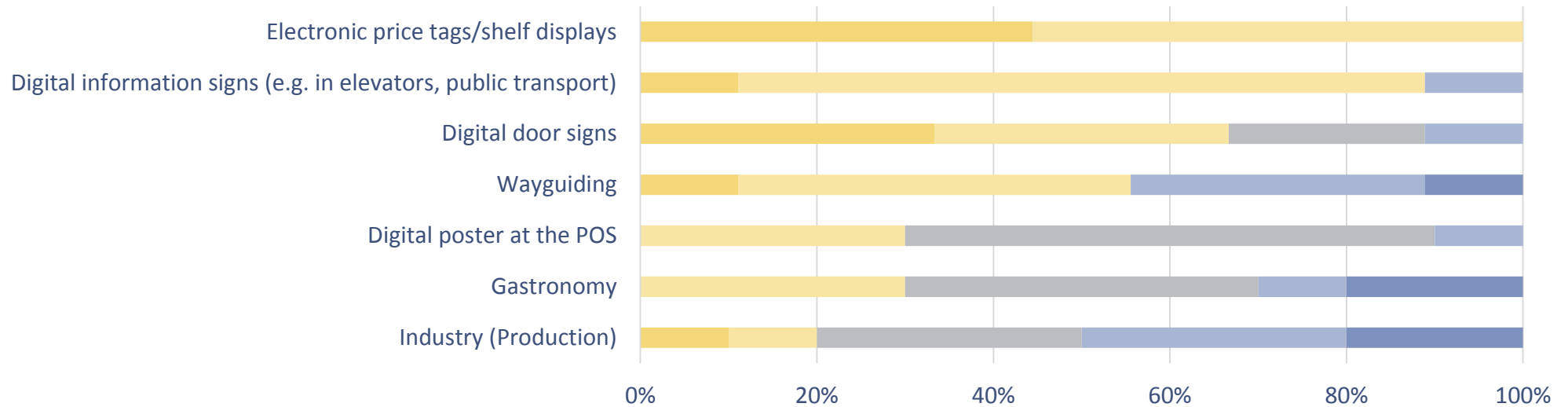




Further research | High potential for Small Signage for shelf displays & digital signs

- Over **90%** of all polled companies think that shelf displays and digital information signs like for example in elevators or in the public transport are the most important scenarios for professional Small Signage (displays smaller than 32")
- The market participants also see a high potential for Small Signage with solutions concerning room management and wayguiding. 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

■ very important
 ■ important
 ■ neutral
 ■ less important
 ■ not important



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=10