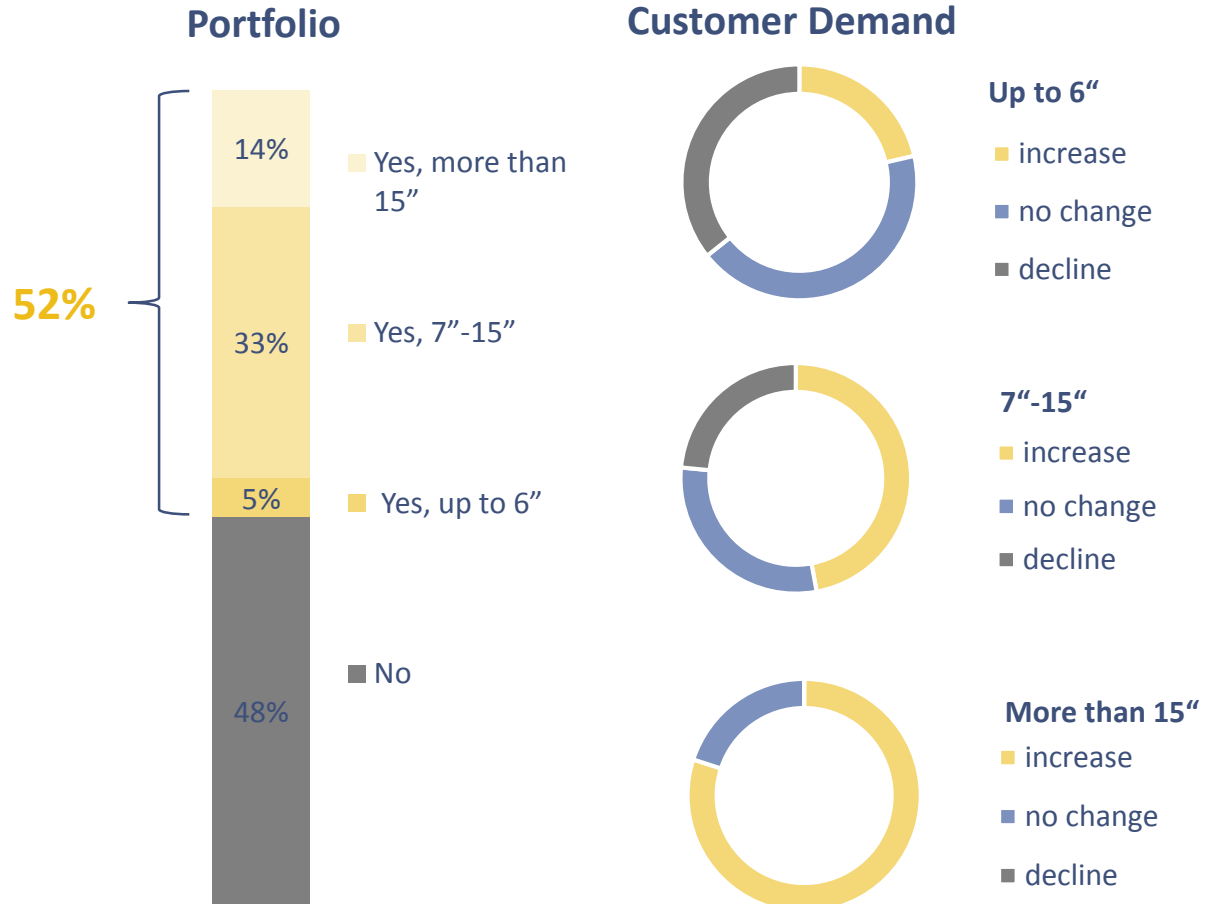




Additional Research | High demand for Small Signage

- More than **50%** 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 a strong increase in customer demand for Small Signage within the next 12 months. For the sizes 7"-15" almost **50%** see a rising demand with this number growing to **80%** concerning the sizes bigger than 15". Here mostly office displays are in use
- Only for displays smaller 7" the demand will be low. The reason here is certainly the small number of use cases.



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=21