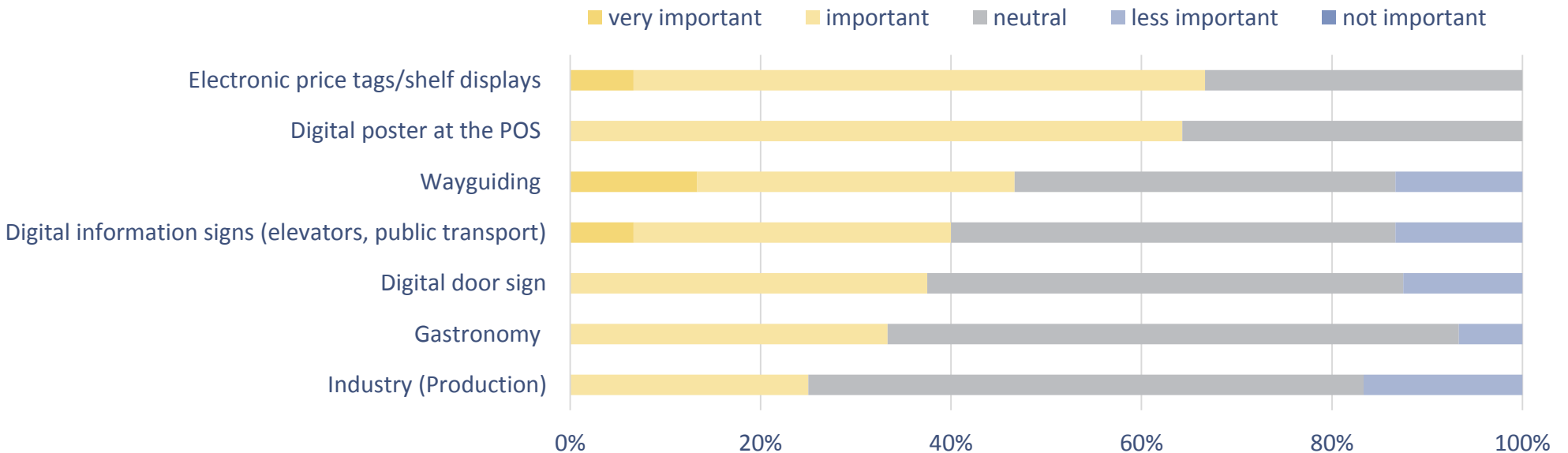




Additional Research | High potential for Small Signage in retail

- Approx. **65%** of all surveyed companies see the highest potential for Small Signage (professional displays smaller 32") in the retail sector at the Point of Sale. Electronic price tags as well as e-posters mounted on the shelves or integrated in the shop furniture will have a lions-share of the revenues generated
- However between **40%** and **50%** of the market participants also see a high potential for other use-cases. Particularly electronic signs in public and semi-public locations like elevators, door signs and wayguiding installations will become interesting scenarios for the implementation of Digital Signage within the next 12 to 18 months



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