

Retail is the most significant market for the Digital Signage industry

Question: We would like to assess the dynamic for Digital Signage in the different vertical markets. In which vertical markets has your company realised the most projects in 2013? Please rate the Top 3 vertical markets?

- Retail is with approx. 22,3% of all Digital Signage revenues the biggest vertical market. Customer engagement, marketing and ambient installations become more and more common not only in most high-street retailers, but also in small and medium businesses. Important trends are the direct integration of signage in the shop furnishing and the high demand for shop window signage
- The corporate communication vertical market has grown exponentially over the last few years. The digitization of employee communications is now seen as a sustainable investment by many companies. Now networks with up to 300 displays will be more and more common
- Banking is the third biggest vertical market. The trend towards the digitalization of the communication in the local branches will lead to networks with up to 1.000 displays

