

Trends & Drivers 2015 | Good revenue growth and 4k moved the market

- When asked about the most positive developments for the Digital Signage and Digital-out-of-Home industry in 2015 many of the polled companies have mentioned their overall high satisfaction with the economical development. This maturity of the Digital Signage market was also honoured by the customer as the rising demand and the robust growth in revenues were seen as one of the top trends in 2015.
- Last year also saw the emergence of new high end technology solutions like Ultra-High-Definition (4k) display technology. Whereas display solutions for on-board media players like SoC and OPS as well as out-of-the-box packaging of hard and software on Android basis has been stimulating the customer demand, particularly in the SMB segment. The quality of established technologies like touch and video wall has been further improved, which reflected well in the sales numbers.
- Digital Signage solutions in the retail/POS environment still is one of the most important revenue generators for market participants. However, lately the dynamism for corporate communication projects has also gathered speed.
- When asked about the negative developments on the Digital Signage market, the survey participants criticized primarily that in spite of high customer demand, realisations are slow and lag behind expectations.
- Many market participants also were concerned with some technology solutions not yet reaching the expected performance. The opinion is that the recent developments like entry level signage solutions, iBeacons or 3D technology have not yet reached a sufficient level of quality.



image: invidis