

Tops & Flops 2015 | Good revenue growth and 4k moved the market

- When asked about the positive developments for the Digital Signage and Digital-out-of-Home industry in 2015, many of the polled companies have mentioned their overall satisfaction with the economical development. The maturity of the Digital Signage market was also honoured by the customer as rising demand resulted in robust growth in revenues.
- The last years also saw the emergence of new high end technology solutions like Ultra-High-Definition (4k) or high brightness displays. 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. Also digital menu board projects have been finally rolled out successfully.
- 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.



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