

## Trends 2016 | Interactivity and retail solutions on the agenda for 2016

- The market participants have identified many different trends for the year 2016. In their eyes one dominant trend is interactivity. Touch technology is becoming extensively integrated and now more and more smart concepts have markedly increased the usability. This development will pick up more speed in the future, particularly as the second big trend is closely connected.
- Digital Signage in retail or at the POS is still a big issue. The media will become the focal point where brick-and-mortar and online meet. Intelligent Multi- and Omni-channel concepts are in demand. Digital Signage companies will have to think more integrated, as technologies like Beacons, electronic price tags, customer flow management and analytics come into the fold. Particularly, high quality display technology suitable for an outdoor environment (high brightness/sunlight readable) is opening up the potential of endless miles of shop windows.
- Concerning the latest technology trends, the companies surveyed in the DBCI see falling prices for LCD and LED display technology. This results in growing customer demand for larger display sizes and LED boards. Next to this, a small yet continuously growing market share for UHD (4k) is expected.
- The main trends in the Digital-out-of-Home segment will further be the two main pillars of success for the media, quality audience measurement (standardisation, etc.) and effective integration in the digital media world e.g. programmatic buying. Also a consistent development of the existing networks in size and quality is expected.



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