



# Digital Signage Trends 2017 | High potential for interactivity and further market growth

**Question:** „Which important Digital Signage trends will become relevant in 2017 and which will lose in relevance?“

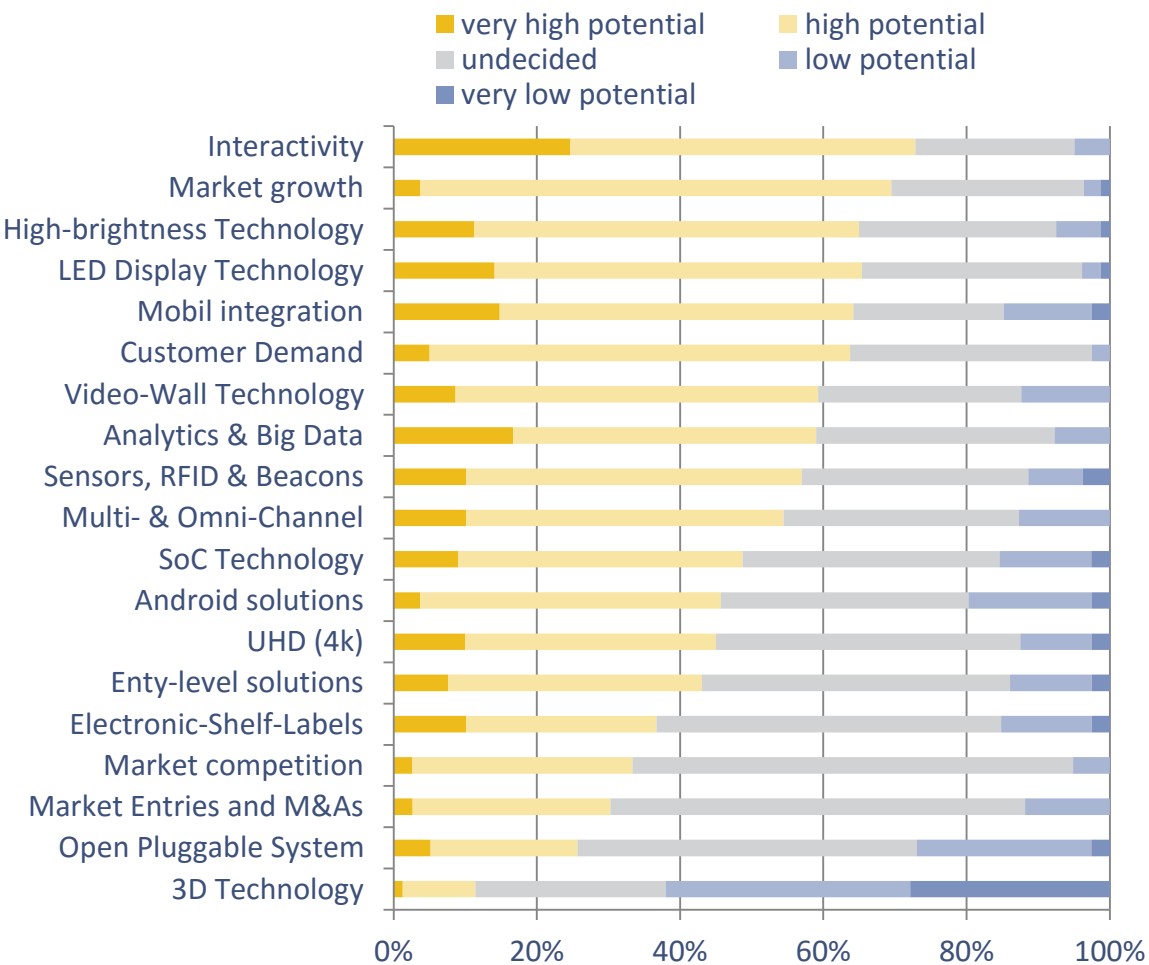


Fig. 4: DBCI November/December 2016 "Digital Signage Trends 2017", n=10 (mean value)

- The market participants identified many different trends for the year 2017. In their eyes the most dominant trend is interactivity. Touch technology is becoming extensively integrated and now more and more smart concepts have markedly increased the joy-of-use. This development will pick up traction in the future.
- Overall the surveyed companies trust the positive development in the market with continues growth potential and they expect even better business in the next year.
- Top of the trends are also technological developments that are closely connected with the retail environment. Particularly, high quality display technology suitable for an outward facing implementation (high brightness/sunlight readable) is opening up the potential of endless miles of shop windows. Also LED display technology is becoming more and more popular with retailers, as it has high brightness, can be used indoors and outdoors and its modularity overcomes the rigid adherence to the 16:9 format by most LCD displays