
Description:
Digital signage systems are gaining much attention in recent times from retailers, corporates, government and private institutions, educational institutes, advertising and marketing agencies, defense and police departments, airport authorities, and other businesses for promoting various products & services and sharing information using latest technologies of graphics and animation.

Brazil is emerging as one of the key growing countries in global digital signage market. Factors such as rising infrastructure, growing retail industry, increasing advertisement expenditure, urbanization trend, upcoming world sporting events such as FIFA and Olympics, and benefits such as cost and time saving, effective communication and improved customer engagement have led for the growth of digital signage systems in Brazilian market.

In the Brazilian market, display screens have generated majority of the market revenues, where displays screens with size between 40 to 50 inches have captured major share of the pie. Further in display segment, LCD screens have dominated the market due to their low cost; however, in the forecast period, LED screens are expected to grow at higher rate on account of better picture quality and performance.

In the coming years, cloud based computing systems and featuring video content through video wall are expected to emerge as key trends of the market. In the country, south-eastern and southern regions are playing vital role for the growth of digital signage systems. Some of the key players in the market include - Scala, Signagelive, Omnivex, RMG Networks, Brightsign, AOpen and Firstvie, LG, Samsung and NEC.

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