Digital Signage Market: By Display Technologies (2D and 3D Displays), By Components (Display, Network and Others), By Applications (Advertising, marketing and Others), By End User Industry, By Geography- Forecast (2016-2021)

Description: Digital signage is an electronically controlled display that shows/displays important notifications which is controlled by a set of computers. It is mainly placed in the public places to convey vital information, advertisements or for entertainment purposes. Digital signage devices are attention grabbing, focused, versatile and cost effective devices. The main purpose of using this device is to convey information, way-finding, increasing sale, enhancing the customer reviews, extending a brand, merchandising, etc. Sometimes they are used for government scheme announcements. They are generally found in the transportation places, public places, department stores, restaurants, museums, corporate building, stadium, etc.

The overall market can be segmented based on display technology, components, application, end user industry and geography. The display screen technology is 2-D as well as 3-D. For a perfect presentation, the digital signage system should consist of a display screen, a media player, network, content management system and software for handling of the entire operation. Countless applications of this system are advertising, way-finding, marketing and many others. And the end use section comprises of many industries such as corporate sector, entertainment, health-care, retail and services, etc.

The detailed analysis of regions such as Americas, Europe, Asia-Pacific (APAC) and Rest of the World (RoW) has also been provided to give a comprehensive analysis of the market. U.S.A. is the leading country in this market. In APAC, Japan and South Korea are rapidly growing in this market.

The major driving factors for this market are: the increasing marketing and advertising strategy, developing smart technologies, use of digital screen and so on.

The key players in this market are:

Samsung Electronics Co. Ltd (South Korea),
CISCO Systems Inc. (U.S.),
LG Display Co. (South Korea), Ltd.,
Panasonic Corporation (Japan)
Hewlett-Packard Company (U.S.) amongst others.

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