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.

Contents:

1. Digital Signage Market - Market overview
2. Executive Summary
3. Digital Signage Market - Market Landscape
   3.1. Market Share Analysis
   3.2. Comparative Analysis
      3.2.1. Product Benchmarking
   3.2.2. End User Profiling
   3.2.3. Patent Analysis
   3.2.4. Top 5 Financials Analysis
4. Digital Signage Market - Market Forces
   4.1. Market Drivers
   4.2. Market Constraints
   4.3. Market Challenges
   4.4. Attractiveness of Digital Signage Market
      4.4.1. Power of Suppliers
      4.4.2. Power of Customers
      4.4.3. Threat of new Entrants
      4.4.4. Threat of Substitutions
4.4.5. Degree of Competitions
5. Digital Signage Market - Strategic Analysis
5.1. Value Chain Analysis
5.2. Pricing Analysis
5.3. Opportunities Analysis
5.4. Product/Market Lifecycles Analysis
5.5. Suppliers and Distributors
6. Digital Signage Market- By Display Technologies
6.1. 2-D Display
6.1.1. Touch Screen
6.1.2. Body Sensor
6.1.3. QR code Via Smartphones
6.1.4. SSI (Smart Screen Device Interaction)
6.1.5. Others
6.2. 3-D Display
6.2.1. 3D display with Polarized glasses
6.2.2. 3D display with Active shutter glasses
6.2.3. Auto stereoscopy display
6.2.4. Others
7. Digital Signage Market- By Brightness
7.1. Indoor displays
7.1.1. 100 - 200 nits
7.1.2. 200 - 400 nits
7.2. Outdoor displays (above 400 nits)
7.2.1. Bright screens (400 to 700 nits)
7.2.2. High Brightness screens (700 to 2000 nits)
7.2.3. Outdoor flat panel displays (above 3000 nits)
7.3. Others
8. Digital Signage Market- By Components
8.1. Hardware
8.1.1. Displays
8.1.1.1. LCD
8.1.1.2. Plasma Screens
8.1.1.3. LED
8.1.1.4. OLED
8.1.1.5. Others
8.1.2. Network
8.1.2.1. LAN
8.1.2.2. WAN
8.1.2.3. Wireless connection
8.1.2.4. Others
8.1.3. Content Management System
8.1.4. Media Players
8.1.5. Projectors
8.1.6. Others
8.2. Software
8.2.1. Distribution Software
8.2.2. Content Management Software
8.2.3. Scheduling Software
8.2.4. Server Software
8.2.5. Others
9. Digital Signage Market- By Applications
9.1. Indoor Application
9.1.1. Way-Finding
9.1.2. Education
9.1.3. Employee communication
9.1.4. Others
9.2. Outdoor Application
9.2.1. New Traffic Sign Regulation
9.2.2. Advertising and Promotions
9.2.3. Notification/ Information Display
9.2.4. Sales
9.2.5. Marketing
9.2.6. Others
9.3. Others
10. Digital Signage Market- By End User Industry
10.1. Commercial
10.2. Entertainment
10.3. Healthcare and Hospitality
10.4. Industrial
10.5. Retail and Services
10.6. Transportation
10.7. Airport
10.8. Government
10.9. Banking
10.10. Others
11. Digital Signage Market- By Geography
11.1. Introduction
11.2. America
11.2.1. North America
11.2.2. Brazil
11.2.3. Others
11.3. APAC
11.3.1. Japan
11.3.2. South Korea
11.3.3. Taiwan
11.3.4. Others
11.4. Europe
11.4.1. France
11.4.2. Germany
11.4.3. Italy
11.4.4. Others
11.5. RoW
12. Market Entropy
12.1. New Product Launches
12.2. M&As, Collaborations, JVs and Partnerships
13. Company Profile
13.1. CISCO Systems Inc.
13.2. The MediaTile Company, Inc.
13.3. Sharp Corporation
13.4. Koninklijke Philips N.V.
13.5. Sony Electronics Inc
13.6. Exceptional 3D, Inc.
13.7. ADFLOW Network, Inc.
13.8. Intel Corporation
13.9. AU Optronics Corp.
13.10. LG Display Co., Ltd.
13.11. NEXCOM International Co.
13.12. CE labs/Cable Electronics, Inc.
13.13. Hewlett-Packard company
13.15. AOPEN, Inc.
13.16. Samsung Electronics Co. Ltd.
13.17. Bright Sign LLC
13.18. Peerless AV, Inc.
13.19. Media mea L.L.C.
13.20. Apollo Display Technologies, Corp.
13.22. Nroadsign International Inc.
13.23. Livewire Digital Ltd.
14. Appendix
14.1. Abbreviations
14.2. Sources
14.3. Research Methodology
14.4. Bibliography
14.5. Compilation of Experts
14.6. Disclaimer

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3063572/](http://www.researchandmarkets.com/reports/3063572/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Product Name: | 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) |
| Web Address: | http://www.researchandmarkets.com/reports/3063572/ |
| Office Code: | SCPLXKVY |

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Electronic (PDF) - 1 - 5 Users: USD 5250</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Electronic (PDF) - Site License: USD 6250</td>
</tr>
<tr>
<td></td>
<td>Electronic (PDF) - Enterprisewide: USD 8450</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________________ Last Name: ___________________________________
Email Address: * __________________________________________
Job Title: ________________________________________________
Organisation: _____________________________________________
Address: ________________________________________________
City: ____________________________________________________
Postal / Zip Code: _________________________________________
Country: _________________________________________________
Phone Number: ____________________________________________
Fax Number: ______________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World