

# 2017

## DIGITAL SIGNAGE TRENDS

Digital signage is on the rise in multiple industries. It is the perfect tool to increase productivity, boost company morale and greet visiting customers.



In the past, retail has always been the leader to deploy digital signage. But now on the rise are smart businesses that want high resolution imaging and collaboration tools to transform the work environment.

**NO SLOWDOWN!**

This trend won't slow down in 2017 as digital signage companies continue to develop...



LARGER SCREEN SIZES & THINNER BEZELS



OLED



4K GROWS AS CUSTOMERS DEMAND HIGHER RESOLUTION

these and other technologies create awesome **CUSTOMER EXPERIENCE**



CUSTOMER EXPERIENCE is a top reason companies will invest in digital signage.

Businesses expect digital signage to deliver deeper **CUSTOMER ENGAGEMENT**

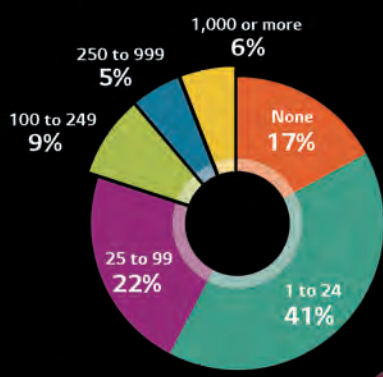


Current digital signage users say they have IMPROVED CUSTOMER SERVICE

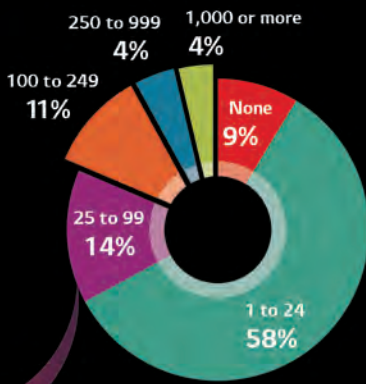


CUSTOMER ENGAGEMENT is the key benefit for deploying digital signage

How many digital signage screens/displays does your company currently use, across the entire enterprise?



How many digital screens do you plan on deploying in the next two years?



**3 TOP REASONS** that companies will invest in digital signage in the next 2 years



## upcoming trends



### UBIQUITY

Digital signage in some form or fashion is or will be just about everywhere



### Experiential Branding

Experiential pop-ups and branding events are getting more common by the week



### Pop-ups, rentals and mobility

Equipment is not cheap so to have fresh customer experiences it is less expensive to rent



### Technologies

From full window digital signage displays to looking through next-gen AR glasses

The data used in this infographic was taken from a proprietary research report titled, "2017 Digital Signage Future Trends" and published by DigitalSignageToday.com.

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