



Emerging Trends in Digital Signage

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With the ability to deliver highly engaging and targeted content, digital out-of-home signage brings information, education, and advertising closer to patrons, shoppers, visitors, travelers, staff, and students. It entertains, captivates, and informs them at points of purchase, transit, waiting, and gathering throughout their day. It is convenient, compelling, and customer-centric.

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The evolution of digital signage over the past decade has been swift, as technology has advanced and marketers have embraced the advantages of replacing static signage with compelling digital counterparts. Recent innovations such as large format touch screens, facial recognition technology, and near field communication (NFC) promise to further fuel the growth of this rapidly developing market.

Screen Sizes

As technology continues to advance and costs correspondingly decline, ever-larger screen sizes will continue to enter the market. Expect to see more creative and compelling use of screens as large as 84" inches along with more prevalent use of expansive video wall configurations. At the other end up the spectrum, the use of smaller screen sizes is an emerging trend predicted to grow exponentially in the next few years thanks to technology advances in this arena. Primary among these is Power over Ethernet (POE), which eliminates the intricacies and costs involved in running AC power to small screens, and is considered by many to be a game changer that will fuel mass adoption of small screen signage for the retail shelf and hospitality applications.

Interactivity

Several technologies are fueling exciting advances in digital signage interactivity, which enables new uses such as navigating product catalogs, browsing menus, requesting specific information, and even placing orders. Among these are touch screens, facial recognition software and near field communications (NFC), all of which promise to deliver greater customer engagement and a more personalized user experience. Touchscreen interactivity in particular, which offers the familiar feel of smartphones, media tablets and web apps, renders content exponentially more compelling to today's connected, technology-savvy audiences.

Predictive Analytics

A corresponding emerging trend predicts greater use of data-driven digital signage, which employs interactive technologies to deliver key analytics. This data is then used to optimize content and increase ROI.

Near Field Communications

Near Field Communication (NFC) technology enables the instant transfer of data between digital signs and mobile devices, transforming a passive audience into active users able to capture content of interest or conduct purchase transactions. Noted for its speed and security profile, this technology is powered by a chip capable of establishing connections and automating information exchanges in less than 0.1 seconds, for minimal signal interference and enhanced data security.

NFC is currently best known for its potential to enable a wide variety of new functions on mobile phones and other devices. With Windows® 8 support for native NFC stacks, a wider range of potential users and uses will surface, including



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validating IDs, brokering cashless payments, unlocking doors, and automating data exchange in larger screen digital signage installations.



Media Players and Networking

The Open Pluggable Specification (OPS) from Intel® presents an exciting development in media player design. With standardized requirements for modular, interchangeable media players, OPS simplifies digital signage installation and setup as well as delivers greater flexibility and future scalability.

Media Formats

Public signage content will continue to transition steadily from static to dynamic, with trends predicting ongoing increases in the use of Full HD 1080p video. New and emerging display solutions technologies, as well as the lower cost of processing these technologies, will continue to enable this shift. An additional enabler is the increased usage of file formats such as HTML5 and H.264 video compression, which require less storage space and render video easier to manage over the network.

Conclusion

With the ability to deliver highly engaging and targeted content, digital out-of-home signage brings information, education, and advertising closer to patrons, shoppers, visitors, travelers, staff, and students. It entertains, captivates,

and informs them at points of purchase, transit, waiting, and gathering throughout their day. It is convenient, compelling, and customer-centric.

After a decade of rapid transformation and growth, digital signage today is mature enough to offer affordable and reliable solutions. However, it represents relatively new and rapidly evolving technology. As innovation continues and interactive displays and kiosks become more cost-effective, marketers and administrators will enjoy ever-greater opportunities for effectively communicating with audiences in virtually any environment, including retail, healthcare, manufacturing, education, transportation, hospitality, the workplace, and more.

About ViewSonic

Building upon our 25-year heritage as a pioneer and innovator in desktop display technology, ViewSonic has become a leader in the commercial display and digital signage market. With a forward-thinking, solutions-focused approach, ViewSonic is dedicated to elevating out-of-home display marketing to new levels of creativity and success. Our innovative commercial and institutional digital signage solutions include media players, hospitality TVs, ePosters, immersive video walls, and interactive full HD commercial displays up to 84 inches.