

Factors driving Digital Signage Market Trends and Development

New Report Published on Digital Signage Market comprises of 150 Pages, categorized under Display Technologies with 10+ Company profile analysis

PUNE, MAHARASHTRA, INDIA, July 20, 2016 /EINPresswire.com/ -- Geographically, the global [digital signage market](#) is segmented into five regions as North America, Europe, Asia Pacific (APAC), Middle East and Africa (MEA), and South America (SAM). The increasing adoption rate of interactive displays which uses various technological capabilities such as embedded location-based maps, gesture recognition, and interactive dashboards has propelled the mature digital signage market in the U.S. and the U.K. Simultaneously, it has opened opportunities in emerging regions such as APAC & MEA. Some of the key players operating within the global digital signage market include Adflow Networks, Cisco Systems Inc., Hewlett-Packard Development Company L.P., Broadsign International, Inc., Brightsign LLC, Nec Display Solutions Ltd., Panasonic Corporation, Omnivex Corporation, Samsung Electronics Co. Ltd, LG Display Co. Ltd, Planar Systems, Inc., Sharp Corporation, and Sony Corporation among others.

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The growing demand for high brightness displays in various industries, especially retail, hospitality, and government to attract the targeted audience has opened a wealth of opportunities for digital signage vendors across the globe. Furthermore, emerging communication technology, and touch screen technology among others are expected to significantly boost the global digital signage market during the forecast period.

The digital signage market is segmented on the basis of components as hardware (such as display, media players, projectors, etc.), software and services. The market is further classified based on display types such as LED, LCD, and OLED among others. In addition, the global digital signage market is classified based on display size into 52 inches. Moreover, the digital signage market is segmented basis of applications into retail, healthcare, corporate, hospitality, government, transportation, entertainment, BFSI, and education among other industries.

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The increasing worldwide acceptance of digital signage due to its dynamic nature which allows the content to be updated at real time is one of the major factors driving the market globally. Furthermore, with betterment in quality and decreasing prices of displays, the use electronic displays has risen significantly, thereby propelling the global digital signage market. In addition, the improved and easy user interface of displays is expected to spur the production and adoption digital signage for different uses in various industries. Implementation of digital signage has proved to be eco-friendly as it hinders the use of paper and other non-recyclable products for displays. Additionally, with employment of LED display panels, a significant reduction in the amount of energy spent can be achieved.

The high initial investment for displays and high maintenance costs are factors that hinder the global

digital signage market. Additionally, power (electricity) issues, especially at remote locations, hinders the global digital signage market. Moreover, lack of awareness about digital signage and its associated benefits in developing and under-developing nations is another factor restricting the global digital signage market.

Key Company Profiles Analysis Included Key Facts, Business Description, Financial Overview, SWOT Analysis and Key Developments

- Adflow Networks
- Cisco Systems Inc.
- Hewlett-Packard Development Company L.P.
- Brightsign LLC
- Nec Display Solutions Ltd.
- Panasonic Corporation
- Omnivex Corporation
- Samsung Electronics Co. Ltd
- LG Display Co. Ltd
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- Sharp Corporation
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