

16 “Digital Signage – Cloud driven Smart Display Solutions”

Ing. Felix EDELMANN MSc
Helix, Austria

Digital Signage has now evolved to a well adopted and mature technology and reached the plateau of productivity in the technology life time circle. Five years ago, the trend for dynamic information at the point of sale (POS), point of information (POI) or in the corporate environment had just started to gain traction. Today, professional displays directly connected to the cloud are everywhere and a must have for most retailers, the traffic and transportation sector, leisure time, recreation areas and sports. We see a clear trend moving most out of home (ooH) information away from paper and bill boards toward digital out of home information (DooH) means Digital Signage. The range goes from small electronic price tags for shelf-label to the world's biggest video wall, the Suntec Singapore consisting of 664 pieces 55 inch full HD screens.

In the past Digital Signage displays were usually retrofitted to an existing shop design. The majority of displays were standalone wall or ceiling mounted. Today, Digital Signage is an integral part of shop design and usually integrated in furniture and shelf concepts.

Today and in the future professional displays will more and more integrated with various touch and sensor capabilities recognizing people, gender and age to enable customers a barrier-free and interactive user experience.

More and more of the professional displays are becoming smarter in multiple forms. LG and Samsung provide integrated System-on-Chip (SoC) solutions. These screens connect to the internet by LAN or WLAN and that's it. No external components like PC's or media player are needed.

In February 2015 the “Integrated Systems Europe ISE“, in Amsterdam was the leading Digital Signage exhibition in EMEA. From 1049 exhibitors 406 were dealing with Digital Signage.

On the software side, browser based Digital Signage Content Management Systems (CMS) are becoming platform agnostic. This enables users to plan, manage and monitor Digital Signage screens not only on traditional PC's and MAC's but on platforms as iOS, Android, and others from anywhere anytime.

In a live demo on an iPad, the cloud driven and browser based Digital Signage CMS System Sklera www.sklera.at was shown. You can get your free trial account at <https://my.sklera.at/register>

