

2020

DIGITAL SIGNAGE

FUTURE TRENDS

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Tom Harper, CEO

tomh@networldmediagroup.com

Kathy Doyle, president and publisher

kathyd@networldmediagroup.com

Bradley Cooper, editor, Digital Signage Today

bradleyc@networldmediagroup.com

John Vinson, custom content editor

johnv@networldmediagroup.com



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Data published in this document was extracted from publicly available information distributed by the manufacturers, who are responsible for its accuracy and completeness. A complete directory of the manufacturers listed appears at the end of this publication, for your convenience in finding out more about models you may be interested in.

EXECUTIVE SUMMARY

Thank you for purchasing the 2020 Digital Signage Today Future Trends Report. This annual report is a critical guide to understanding where the digital signage industry is and where it is headed into the new decade.

The first section of this report details the elements of our digital signage survey. For this survey, we compiled a variety of responses from end users in areas ranging from education to retail to restaurants on how they are using digital signage and how they plan to use it. These questions included:

- How many displays do you plan to deploy in 2020?
- Do you currently use AR/3-D/VR or other specialized technologies?
- What do you see as the most useful part of digital signage?
- How much do you plan to spend on digital signage?

The second section of this report goes directly to the source of digital signage: industry experts. We asked them to share their insights on where digital signage is headed in 2020. These experts sent us blogs that contributed key insights on topics such as:

- How will digital signage transform collaborative spaces?
- What role will they play in smart spaces?
- How will they drive and influence customer behavior?
- How will they utilize data to bridge the gap between online and offline spaces?

Thank you once again for purchasing the 2020 Digital Signage Today Future Trends Report. And make sure to continue to follow our news and features on Digital Signage Today as we continually evaluate cutting edge trends in this space.



Bradley Cooper,
editor,
DigitalSignageToday.com

Bradley Cooper is a technology editor for Digital Signage Today and former editor of Kiosk Marketplace and Virtual Currency Today. He has a background in information technology, advertising and writing.

INDUSTRY INSIGHT

Corporate communications and the modern work place

The corporate work environment continues to change with the times. The cubicle farms have mercifully faded as huddle spaces and conference rooms invite openness and collaboration. This is a breath of fresh air for those of us that spent years working in cramped, crowded environments that proved insular in all the wrong ways.

The fact is that people work differently today. Much of this has to do with a mobile workforce that is often on the road, or frequently working from home.

The transient nature of the modern employee also means that it's easier to fall behind on company news, changes and opportunities. While working away from the office invites freedom, flexibility and a unique set of benefits, there is a tendency to tune out the day-to-day.

This is where the modern workspace pays off. In addition to reconnecting employees in more collaborative environments, there's an opportunity to keep employees better informed and engaged.

Black rectangles

The thought of a blank screen is enough to make any digital signage supplier cringe. Yet, meeting spaces around the world are equipped with displays that too often remain in the off position.

Today's high-quality commercial displays beg to share content, yet most companies use them only for lectures and presentations. These events are precisely why these meeting spaces are equipped with displays – however, why not use these systems throughout the day?

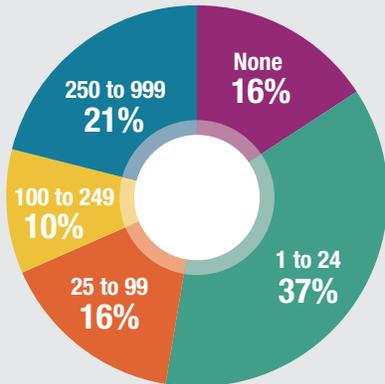
Digital signage is a visual marketing and communications tool, regardless of vertical. Many corporations use digital signage for these reasons, yet localize their content and messaging to the lobby or commons area. Meanwhile, the meeting space displays remain idle, producing a “black rectangle” effect, or an unexciting list of screen-sharing instructions. The latter is at least mildly helpful, but it is far from an effective communications strategy.



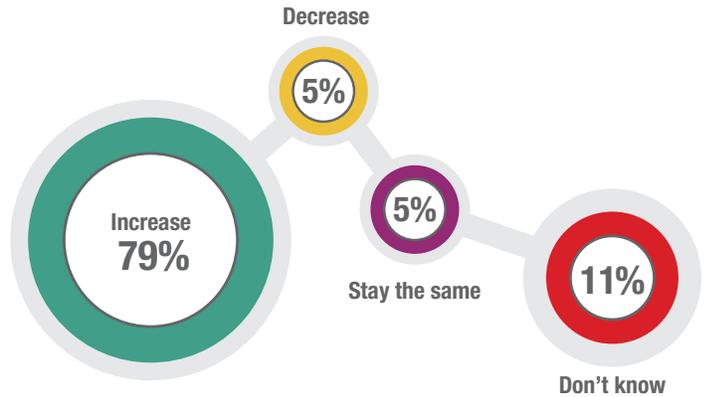
JJ Parker,
*CEO, Carousel
Digital Signage*

SURVEY RESPONDENTS: ALL END-USERS

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



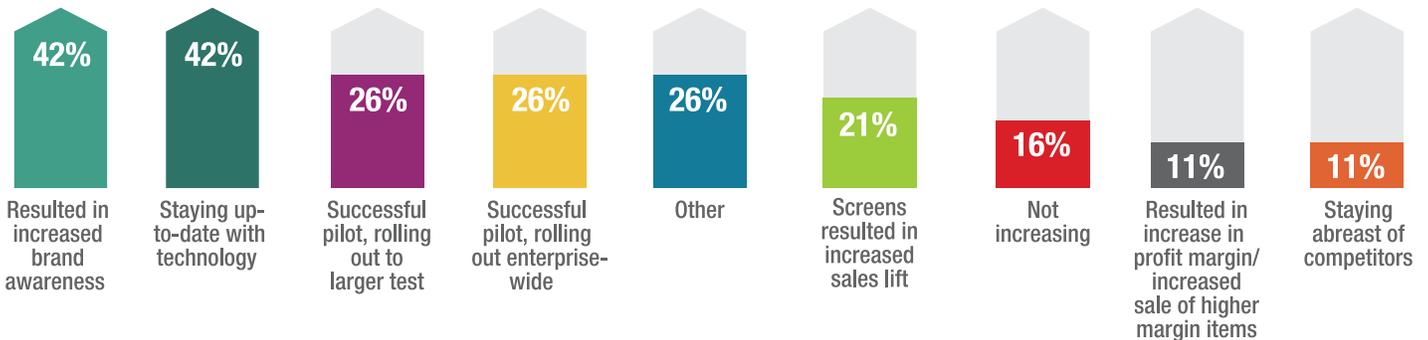
29. How will your portfolio of digital signage screens, or the number of screens you have deployed, change over the next two years?



30. If it is increasing, what is the business case for increasing your portfolio?

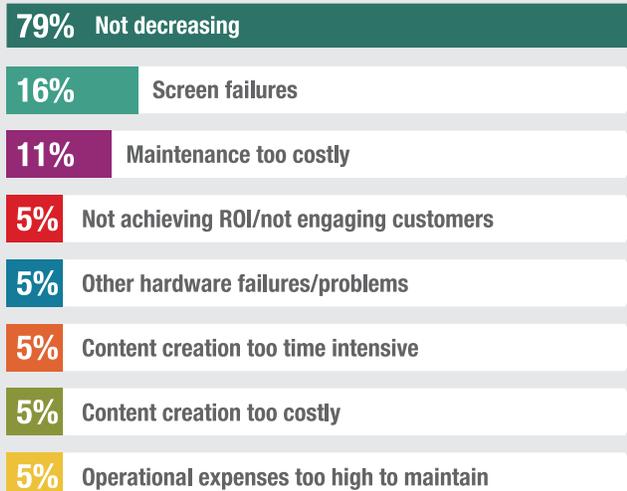
Participants selected their top three choices

Other includes: Community and employee engagement, information portal, increased productivity, and educational



31. If it is decreasing, why?

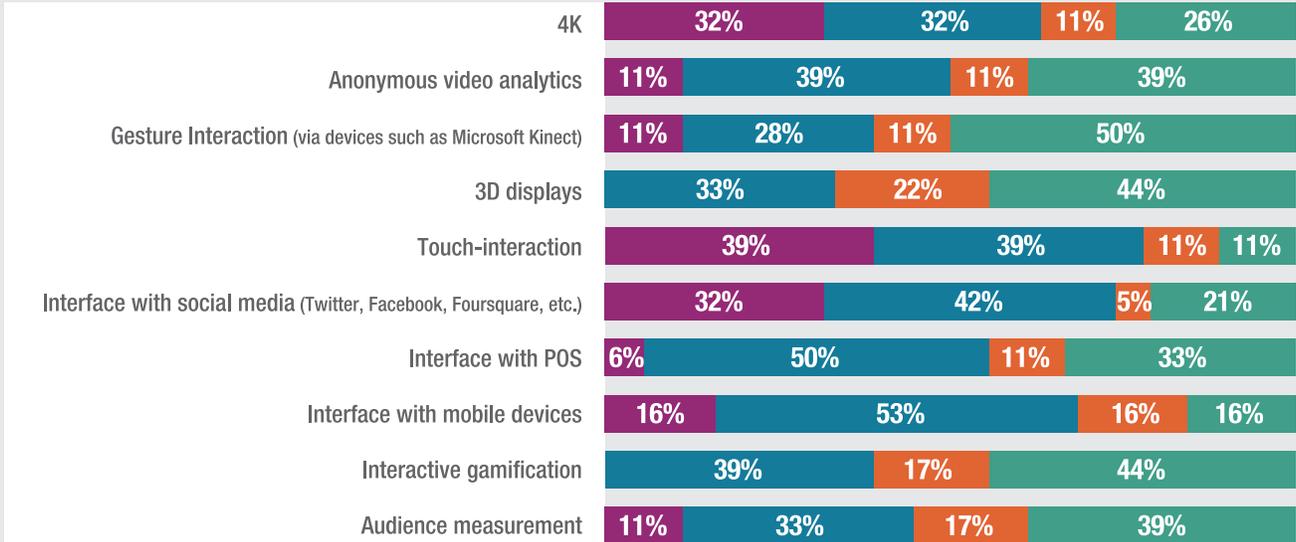
Participants selected their top three choices



SURVEY RESPONDENTS: ALL END-USERS

32. Which of the following digital signage features do you have now, or plan to add?

■ Have now
 ■ Plan to add in the next 2 years
 ■ Plan to add in more than 2 years
 ■ Do not have, no plans to add



33. Thinking about your portfolio both today and in the future, describe your screens:

■ Today
 ■ Next 2 years
 ■ N/A

