

# Digital Signage & Professional Displays Intelligence Service

## Part of the Consumer Electronics & Display Applications Service Area Package

A comprehensive set of data and analysis, which provides market insights on multiple aspects of flat panel displays technology and industry trends

“Public displays are flat-panel displays intended to be used in out-of-home (OOH), public environments, and by multiple individuals simultaneously. Our team provides an in-depth view of the global public display market across 8 regions.”

**Ken Park**  
Senior Manager of ProAV Devices

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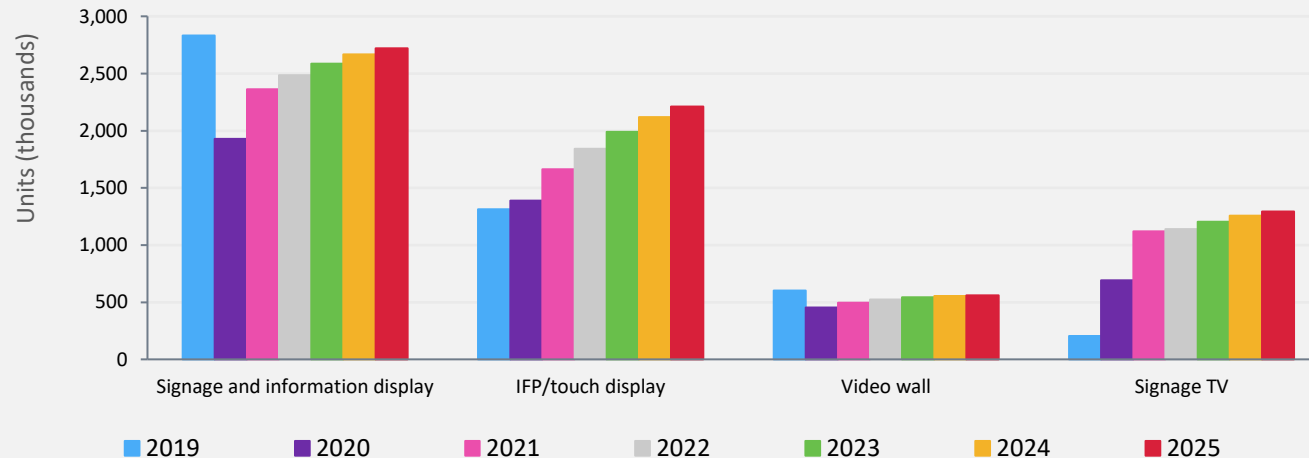
## HOW OMDIA HELPS YOU

- Provide an in-depth view of worldwide digital signage displays for better decision making and business planning
- Provide detailed analysis of market drivers and reasons behind quarterly data variation, technology trends, competitive analysis, new products and industry announcements

## KEY QUESTIONS ADDRESSED

- What are the size, share, and forecasts for the public display and signage TV market, and furthermore specific signage and information display, interactive flat panel displays, and videowall markets for LCD and OLED?
- Who are the key players in the digital signage ecosystem, and what are their positions in the industry?
- What are the key growth applications and technologies in the digital signage market?
- Which features and technology trends are fastest growing by 8 regions for flat panel display technology?

Annual public display shipments by product type/usage category



Digital signage display shipment forecast by usage category

Source: Omdia

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# Digital Signage & Professional Displays: Our Expert Analysts



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# Digital Signage & Professional Displays Intelligence Service: Deliverables



## MARKET TRACKERS

—Quarterly—

- Public Display Market Tracker



## DATABASE

—Quarterly—

- Flat Panel Displays Specifications Database



## ANALYSIS

—Quarterly—

- Public Display Market Analysis



## ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



## PRESENTATIONS

—Ongoing—

Overall market briefings with analysts on research highlights from all aspects of the market.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# Market Trackers

## Public Display Market Tracker

A quarterly worldwide pivot database focused on flat panel technologies including LCD and OLED for two distinct product types, Public Display and Signage TVs. The two deliverables include historical shipments to the most recent quarter, then history and forecast by region.

### DETAILS

**Frequency:** Quarterly and annual  
2 years rolling history, 5 years rolling forecast

#### Measurements

- Unit & Share
- Revenue & Share
- QoQ & YoY Growth
- ASP
- Display Area
- Average Size

#### Regions

- Asia & Oceania
- China
- Japan
- Western Europe
- Eastern Europe
- Middle East & Africa
- North America
- Latin America & the Caribbean

### COVERAGE

- Flat panel displays technology (includes both LCD and OLED)
- Signage and information displays, Interactive flat panel displays (IFPs), Video walls, Signage TVs
- 8 Regions
- Actual size
- Actual resolution
- Brightness categories
- Bezel-to-bezel width categories
- Touch technologies
- Operating hours
- Digital signage and professional application categories
- In-depth qualitative analysis

# Database, Analysis

## Flat Panel Displays Specifications Database

Model specifications are collected from major flat panel display brands for key countries. Profiles of brands are also included.

**Frequency:** Quarterly

The key specifications tracked in this report includes: technology, product type, screen size, resolution, aspect ratio, brightness (max/typical), contrast ratio, bezel width, touch technology, operating hours, color component, warranties (parts/labor), connectors, etc.

## Public Display Market Analysis

In-depth qualitative analysis of market shares, product/solution offerings and partnerships along with key forecast assumptions and market drivers and restraints.

**Frequency:** Quarterly

Detailed analysis of market drivers and reasons behind quarterly data variation, technology trends, competitive analysis, new product and industry announcements.

# Digital Signage & Professional Displays: Intelligence vs. Spotlight Services

## Intelligence Service

Subscribers of this service will receive:

- ✓ Public Display Market Tracker
- ✓ Flat Panel Displays Specifications Database
- ✓ Public Display Market Analysis
- ✓ Analyst Insight/ Special Events Briefing

## Spotlight Service

Subscribers of this service will receive:

- ✓ Public Display Market Tracker – Country level
- ✓ Flat Panel Displays Specifications Database
- ✓ Public Display Market Analysis
- ✓ Flat Panel Displays Vertical Market Tracker – China
- ✓ Flat Panel Display Vertical Market Analysis – China
- ✓ Analyst Insight/ Special Events Briefing

# Research Coverage

## PRODUCT TYPE AND CATEGORY

- Signage and Information Display
- Interactive Flat Panel Displays (IFP)
- Video wall
- Signage TV
- Consumer TV

## REGIONS & COUNTRIES

- Asia & Oceania
- China
- Japan
- Western Europe
- Eastern Europe
- Middle East & Africa
- North America
- Latin America & the Caribbean

## TECHNOLOGY

- LCD
- OLED

## BRIGHTNESS CATEGORY

- <=399
- 400-599
- 600-999
- 1000-1499
- 1500-1999
- 2000-2999
- 3000-3999
- >=4000
- Transparent

## BEZEL-TO-BEZEL WIDTH CATEGORY

- <=0.99mm
- 1.00mm-1.99mm
- 2.00mm-3.99mm
- 4.00mm-5.99mm
- 6.00mm-9.99mm
- >=10mm

## SIZE AND RESOLUTION

- >50 actual sizes
- 27 LCD resolutions

## TOUCH TECHNOLOGIES

- Infrared
- FTIR
- Projected Capacitive
- Optical
- SAW
- Other

## MEASUREMENTS

- Unit & Share
- Revenue & Share
- ASP
- Display Area
- Average Size
- Aspect Ratio

## APPLICATIONS

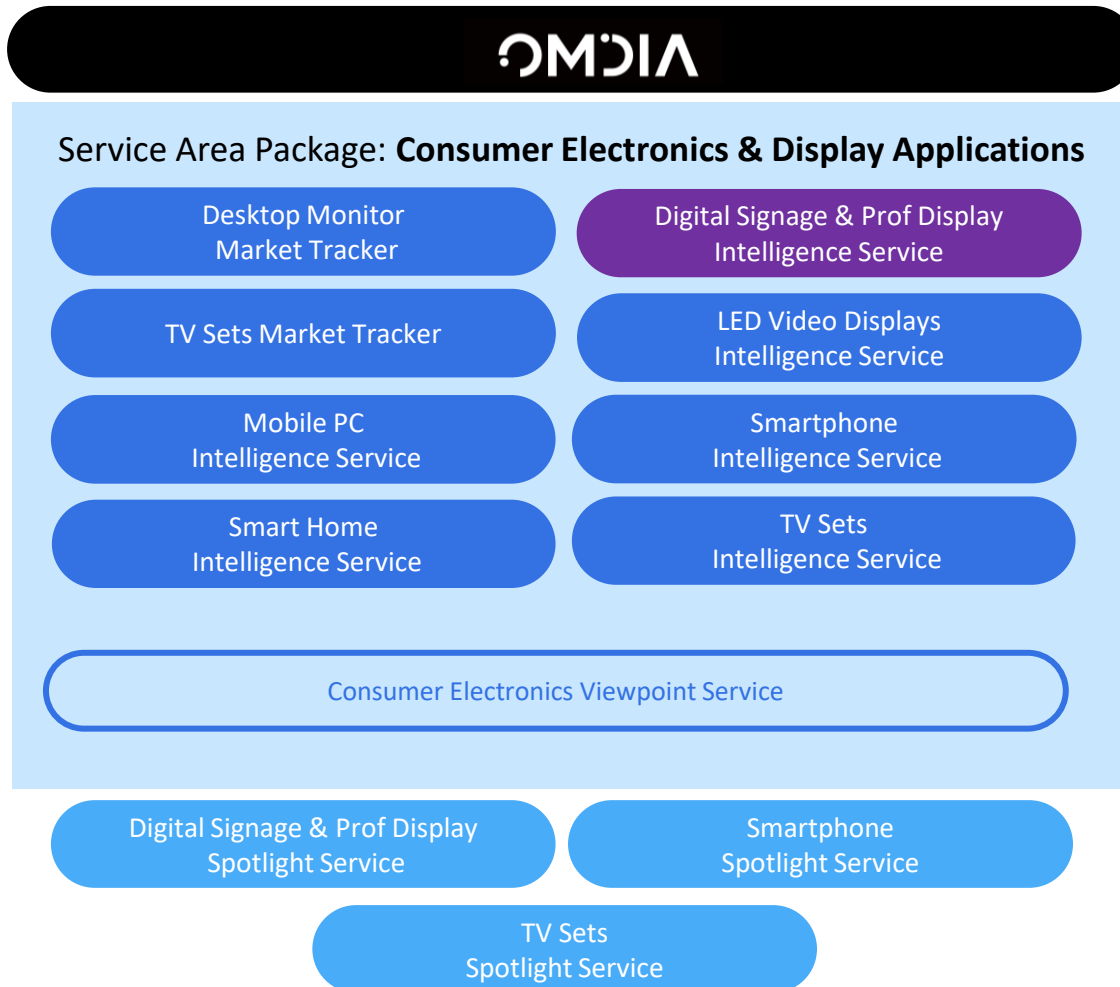
- Education Signage
- Classroom Displays
- Corporate Signage
- Conference Room Displays
- Control Room
- Hospitality / Healthcare
- Public Spaces
- Retail
- Transportation
- Outdoor Sports
- Pre-show Cinema Advertising

## BRANDS TRACKED

- AG Neovo
- AOC
- BenQ
- Changhong
- Cisco
- Conrac
- Dahua
- Donview
- Goodview
- Google
- Haier
- Hikvision
- Hisense
- Hitevision
- HP
- Iiyama
- LGE
- MAXHUB
- Microsoft
- Mitsubishi
- NEC
- Newline
- Odin
- Orion
- Panasonic
- Philips
- Planar
- Promethean
- Samsung
- SeeWo
- Sharp
- Smart
- Sony
- Toshiba
- Uniview
- Vewell
- Viewsonic



# Related Content: Consumer Electronics & Display Applications Service Area Coverage



## About Omdia's Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.

# Related Content: Display and Consumer Devices Service Area Coverage

SERVICE AREA PACKAGE			
Consumer Electronics & Display Applications	Large Area Display & Supply Chain	Small & Medium Displays & Touch Interface	Display Manufacturing, Technology & Components
<p><b>Intelligence Services</b></p> <ul style="list-style-type: none"> <li>• TV Sets</li> <li>• Smart Home</li> <li>• Mobile PC</li> <li>• Smartphone</li> <li>• Desktop Monitor</li> <li>• LED Video Displays</li> <li>• Digital Signage &amp; Prof</li> </ul> <p><b>Viewpoint &amp; Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Consumer Electronics Viewpoint</li> <li>• TV Sets Spotlight</li> <li>• Smartphone Spotlight</li> <li>• Digital Signage &amp; Prof Spotlight</li> </ul>	<p><b>Intelligence Service</b></p> <ul style="list-style-type: none"> <li>• TV Display &amp; OEM</li> <li>• Notebook/ Tablet Display &amp; OEM</li> <li>• Display Dynamics</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Display Long-Term Demand Forecast</li> <li>• Display Production &amp; Inventory</li> <li>• Large Area Display Price</li> <li>• Large Area Display Market</li> <li>• Large Area Display Production Strategy</li> <li>• Large Area Display Technology</li> <li>• Monitor Display &amp; OEM</li> </ul> <p><b>Spotlight Services</b></p> <ul style="list-style-type: none"> <li>• Display Dynamics Spotlight</li> </ul>	<p><b>Intelligence Service</b></p> <ul style="list-style-type: none"> <li>• Smartphone Display</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Small Medium Display</li> <li>• Small Medium Display Supply Chain</li> <li>• OLED Display</li> <li>• Automotive Display</li> <li>• Touch Panel</li> </ul> <p><b>Reports</b></p> <ul style="list-style-type: none"> <li>• Automotive Touch &amp; Interface</li> <li>• Display Fingerprint Tech</li> <li>• Touch Panel Cover Lens</li> </ul>	<p><b>Intelligence Services</b></p> <ul style="list-style-type: none"> <li>• OLED &amp; LCD Supply Demand &amp; Equipment</li> <li>• OLED &amp; Flexible Display</li> </ul> <p><b>Trackers</b></p> <ul style="list-style-type: none"> <li>• Micro LED Display</li> <li>• OLED Display Roadmap</li> <li>• Display Backlight</li> <li>• Display Glass</li> <li>• Display Optical Film</li> <li>• Display Driver IC</li> <li>• OLED Materials</li> <li>• OLED Display Cost Model</li> <li>• LCD Display Cost</li> </ul> <p><b>Reports</b></p> <ul style="list-style-type: none"> <li>• Foldable Display Tech</li> </ul>

# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

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- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.