

2017

VIDEO WALL TRENDS

Video wall usage is increasing across all verticals at a rapid pace.


Indicators suggest usage of video walls will be quadrupling in the next three years.*

The lower cost of displays and ease of deployment makes a **BIG IMPACT** across all markets

Content will be **AUDIENCE FOCUSED**

 hot and sunny? enjoy poolside drinks!

DAY-PORTING

 early morning? grab a cup of joe!

smart phones

WORKING THROUGH

Interactive & digital **CONTENT**

touch screens

Displays are becoming art forms, available in unique **SHAPES & SIZES**

CONCAVE

CONVEX

customizable
ARCHED

Can be synchronized from one **LOCATION**

network

GOING THROUGH

the cloud

Used as the perfect **SALES TOOL** in public spaces where store fronts aren't feasible saving \$

Creating a true customer **EXPERIENCE**



 targeting brand loyalty

customer trending

* This data point taken from a proprietary white paper titled, "Video Wall Content: Art versus Information" and published by DigitalSignageToday.com.