

# Asia Pacific Digital Signage Software Market (2017 - 2023)

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#### **Abstracts**

The Digital Signage Software Market in Asia Pacific is expected to register a CAGR of 12.6% during the forecast period (2017 – 2023). Digital signage is a vital part of information and advertising network in the present era. Interactive digital signage is used to facilitate two-way communication with end users, with the help of smart phones or other devices used for communication. Signage with beacons, touch screens, sensors, and RFID technologies have gained prominence due to significant uptake of smartphones and other handy communication devices. Growing awareness about energy consumption, demand of OLED-based displays, and improvements in technology offerings & infrastructure expansions have further added the market attractiveness.

Based on the component type, the Digital Signage Software market is segmented into Software and Services. The Software market is further segmented into Content Management System, Edge Server and Others. The Services market is segmented into Professional and Managed Services. The verticals covered under the report include Corporate & Retail, Government, Entertainment & Hospitality, Healthcare, Institutional, Transportation, Industrial, and Others. Based on Countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The report covers the analysis of key stake holders of the digital signage software market. Key companies profiled in the report include Stratacache, Inc. (Scala Inc.), Signagelive, Broadsign International LLC, Omnivex Corporation, Leyard Optoelectronic Co. (Planar Systems Inc.), Mvix, Inc., Novisign Digital Signage Inc., Four Winds Interactive (Fwi), Rise Holdings Inc (Rise Vision), and Panasonic Corporation.



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