

Europe Digital Signage Software Market (2017 - 2023)

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Abstracts

The Digital Signage Software Market in Europe is expected to register a CAGR of 9.7% 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. The interactive and easy to use process makes the technology a most preferred system for displaying products and services. Better customer engagement is achieved due to the use of interactive screens. Content management systems are widely used to effectively manage content to be displayed through digital signage systems. The demand for ready-made interactive apps, application development/integrations, and platform for enhanced user experience has grown remarkably over the years. Interactive digital signage is a platform to gain insights into consumer needs.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The report covers the analysis of key stakeholders 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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