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Global Digital Signage Software Market (2017 - 2023)

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Abstracts

The Digital Signage Software Market is expected to attain a market size of $9.1 billion by 2023, growing at a CAGR of 10.6% during the forecast period. 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. With the rapid growth in the user base of Smartphones it is very easy to interact with the digital signage screens for various activities such as to play games, participate in public pools, and also share content.

Growing demand for digital signage in public and commercial sectors, technological advancements and infrastructural growth are the factors driving the digital signage software market. The interactive and easy to use process makes the technology a most preferred system for displaying products are services.

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 Region, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

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

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Interactive (Fwi), Rise Holdings Inc (Rise Vision), and Panasonic Corporation.

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