

North America Digital Signage Software Market (2017 - 2023)

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Abstracts

The Digital Signage Software Market in North America is expected to register a CAGR of 9.1% 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 optimum use of interactive digital signage leads to superior consumer engagement, increased brand loyalty and also brand recall. The advancement in the interactive digital signage market has helped the market participants to gain insights of consumer behavior and branding, as a result, leading to better investment decisions. The growth of the market is driven due to factors such as demand for digital signage in public and commercial sectors, cost efficiency and assured return on investment.

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 US, Mexico, Canada, and Rest of North America.

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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