

# **Global Holographic Display Digital Signage Market by Technology (Semi-Transparent Holographic Display, Touchable Holographic Display, Laser Holographic Display, Piston Holographic Display), by Application, by Geography - Analysis & Forecast to 2019**

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## **Abstracts**

The global holographic display digital signage market is estimated to grow at a CAGR of 30.2% from 2014 to 2019. Global holographic display digital signage market contributed a share of 27.2% of the global holographic display market in 2014. The growth of the holographic display digital signage market is driven by factors such as increasing applications in various industries, use of holographic display digital signage in medical industry, and increasing demand in several events and advertisements.

In this report, the global holographic display digital signage market has been broadly segmented based on technologies such as semi-transparent holographic display, touchable holographic display, laser holographic display, and piston holographic display. The semi-transparent holographic display technology segment was the largest segment of the market, and contributed a 69.7% share to the market in 2014.

This market is segmented and forecast on the basis of regions, such as North America, Europe, Asia-Pacific, and RoW. North America contributed a share of 38.4% to the global holographic display digital signage market in 2014, while the market in Asia-Pacific is projected to grow at the highest CAGR of 31.2% from 2014 to 2019. The factors driving the growth of the global holographic display digital signage market are the increasing use of holographic display digital signage in applications areas, such as medical and commercial.

The key players operational in this market are AV Concepts, Inc. (U.S.), Musion Das

Hologram Ltd. (U.K.), Provision Holding, Inc. (U.S.), Konica Minolta, Inc. (Japan), and ViewSonic Corporation (U.S.). New product developments and partnerships, agreements, and acquisitions are the major strategies adopted by most market players to achieve growth in the holographic display digital signage market.

## **Scope of the Report**

This research report categorizes the global holographic display digital signage market into the following segments and sub-segments:

### Global Holographic Display Digital Signage, by Technology

Semi-transparent Holographic Display

Touchable Holographic Display

Laser Holographic Display

Piston Holographic Display

### Global Holographic Display Digital Signage, by Application

Consumer Industry

Commercial

Medical

Defense

Industrial

Others

### Global Holographic Display Digital Signage, by Geography

North America

Europe

Asia-Pacific

RoW

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