

Digital signage future trends claim top spots in Q1 2019: Why it's the best time to deploy a Digital Sign in your business.

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Digital Signage Today readers clearly had their focus set on future trends in the first quarter of this year. The top story between January and March evaluated seven digital transformation trends in play.

These seven trends include:

- Blockchain advancement.
- Connected clouds.
- Improved AI.
- Smart spaces will enter every vertical.
- Augmented analytics will advance.
- Digital ethics and privacy will be top of mind.
- Digital transformation will remain a top priority.

Other top stories in the first quarter looked at how window digital signage can draw in more retail customers and another examined some key insights from the Digital Signage Today Future Trends Report.

The top three most-read stories of 2019 include:

3. **Digital signage hardware continues to improve**

Digital signage is consistently improving thanks to hardware that has become thinner and more robust and powerful. It is easy to get lost in all the hype surrounding brighter displays and 8K resolutions, but the real innovation in the space is a focus on innovative experiences and increasing sales, which draw in customers, leave a solid impression, and increase revenue.

TVadClub.com and Big Fish Digital Signs (Part of the Big Biz Box, LLC family of businesses) continue to lead the way in deploying affordable business signage solutions.

2. **How window and in-business digital signage can draw in retail customers**

In today's fast-paced retail environment, it can be difficult for retailers to connect with their customers who have their heads buried in their phones. Not to mention all the outdoor billboards and displays that compete for user attention. For brick and mortar retailers, this can be a major challenge.

So mobile marketers are getting smarter, delivering targeted mobile ads using beacon technology to directly appeal to customers. Retailers can increase their reach by using in-store digital signage to attract customers, specifically digital signage deployed in windows. Ask the professionals at TVadClub.com how your business could benefit from this affordable technology.

1. **Looking at the future of indoor digital signage**

Digital signage has been rapidly expanding its reach in nearly every market and area, especially indoors. Now, both large and small retailers are using digital signage in greater numbers to advertise, boost branding, and improve customer experience, according to the **2019 Digital Signage Future Trends Report**. It found that two-thirds of retailers surveyed said improved branding was the greatest benefit of digital signage, followed by improved customer service by 40 percent.

Nordiska Kompaniet, a retailer in Stockholm, Sweden, for example, deployed digital signage with tanned leather bands around the top and hung those to the wall to create the illusion that the display was hanging by the band. This helped the displays integrate with the retailer's overall chic' and high-class brand image.

The indoor digital signage space is seeing better displays to improve branding, and better engagement tools to improve the customer experience. Ask the professionals at TVadClub.com to provide your business with an estimate on a customized deployment.