

Worldwide Signage & Professional Displays Market Tracker

Global Economic Slowdown Dampens Sales in the Market

By Sanju Khatri, Principal Analyst

**Forecast**

**Frequency**

- 6-year annual
- 3-year rolling quarterly forecasts

**Measures**

- Units
- Market Value
- Average Selling Price

**Regions and Markets Covered**

- North America
- Latin America
- Europe Middle East Africa
- Japan
- China
- Asia Pacific

**Technologies Covered**

- LED Video
- LED Text/Graphics/Animations
- Front Projection
- Rear Projection
- Plasma
- LCD
- Others (Incandescent, Electro-mechanical, etc.)

**Size Ranges Covered**

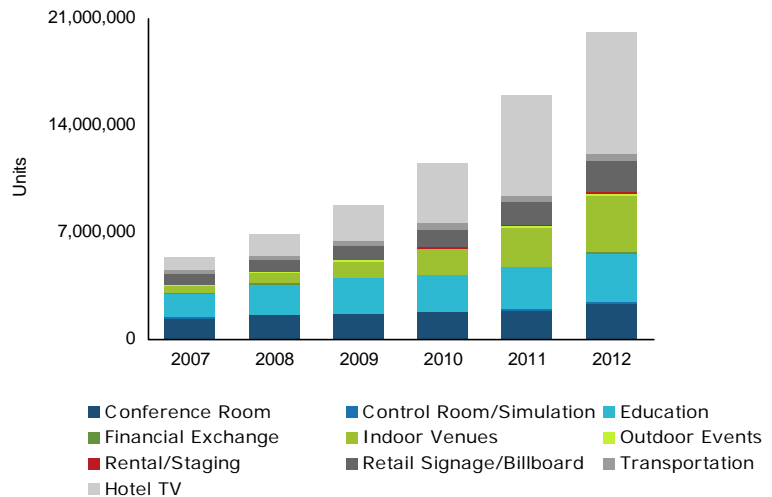
- 31.x-34.x-inches
- 35.x-39.x-inches
- 40.x-44.x-inches
- 45.x-49.x-inches
- 50.x-59.x-inches
- 60.x-69.x-inches
- >=70.x-inches

**Pixel Format Covered**

- <=VGA/WVGA
- XGA/WXGA
- >=SXGA/WSXGA

Display manufacturers know that the television market is where the volume is, but the TV market is plagued with cutthroat margins and tough competition. These vendors are desperately seeking alternative applications where they can sell their products for higher margins in a less crowded market, such as, retail and department stores, fast food restaurants, museums, hotels, restaurants, auditoriums, tradeshows, banks, conference rooms and education markets. The Worldwide Signage & Professional Displays Market Tracker presents the size of these markets, growth rates (units, revenue, pricing) and competition amongst seven display technologies for each application market by screen size-ranges and regions and competitive vendor market shares. Also provided are strategies and recommendations for key high growth applications; identification of target markets; differentiating and developing products, services, product requirements and distribution channels for these applications.

**Worldwide Signage & Professional Display Units by Application 2007-2012**



**Critical Questions Answered**

- Among applications such as retail signage, indoor venues, education, conference rooms, transportation, financial, control rooms, outdoor events and rental staging – which holds the most promise in the future and why?
- Which applications will be best served by LED video, LED / text / graphics / animation, plasma, LCD, front projection, rear projection videowall, incandescent and electromechanical technologies?
- What are the competitive advantages of different technologies in a given screen size range, application or region?
- What are the key drivers and challenges in each application?

**Who Should Read This?**

- Brand Manufacturers/OEMs/ ODMs/ for Signage and Professional Displays
  - Product planning for display system sales
- LCD/PDP panel, DLP chip, LED lamp, projection optics and other component manufacturers
  - Strategic marketing
  - Planning
- Financial Community
  - Fund management, investment, analysis with interest in display community

**Lead Analyst****Sanju Khatri, Principal Analyst**

Sanju joined iSuppli/Stanford Resources in 2001 as a senior analyst. At iSuppli, she is responsible for the multi-client reports and custom reports focusing on the Signage and Professional Displays. She is also responsible for the quarterly Worldwide Projection Market Tracker services.

Prior to joining iSuppli, she worked as a Senior Sales Analyst at Sega of America, conducting sales forecasts, pricing, inventory and market share analysis for the company's and hardware and software product lines. She also worked for Frost & Sullivan, where she had the opportunity to do numerous consulting projects and multi-client studies in the emerging technologies.

Sanju earned an MBA degree in Marketing from the Institute of Marketing and Management, in New Delhi.

**Applications Covered**

- Indoor Venues
  - Indoor stadiums, auditoriums, theaters, hotel rooms/lobbies, bars, casinos, clubs and restaurants
- Hospitality and Logging
  - In-room hotel TV and lobby displays
- Outdoor Events
  - Outdoor stadiums, racetracks and theme parks
- Retail Signage/Billboard
  - Retail stores, shopping malls and outdoor billboards
- Conference Room
  - Conference and training rooms
- Education
  - Installations in universities, colleges and schools
- Transportation
  - Airport, railway, bus stations and highway signs
- Financial Exchange
  - Stock, commodity and financial exchanges
- Control Room/Simulation
  - High-performance military applications, simulation, CAD/CAM imaging and control room applications
- Rental/Staging
  - Rental and transportable displays for staging, concerts and trade shows

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