

# TOP 5

## DIGITAL SIGNAGE TRENDS

### TO WATCH FOR IN 2023

1

#### Direct View LED

Direct view LED digital signage will continue to become more affordable as the technology advances. Available in medium-format poster sizes up to the large video walls, they capture attention from afar with stunning colors, even outdoors. Their long lifespan and energy efficiency over traditional LCD displays will attract more investment from businesses and advertisers.

#### Self Service Kiosks

2

A growing percentage of the public now prefer to use self service terminals over in-person interactions. Interactive kiosks are becoming more commonplace in retail, food service, entertainment, and workplace environments, allowing customers to access information, place orders, and make payments without the need for personal assistance.

3

#### Digital Whiteboards

Digital whiteboard technology will continue to advance with improved web browsing capabilities and larger displays for more immersive engagement. Businesses and educators are beginning to better grasp their cost-effectiveness and are utilizing more of these touch-sensitive displays to facilitate collaboration.

#### AR/VR Technology

4

AR uses your smartphone to overlay digital environments on the real world while VR requires a headset, but offers more immersion. These technologies can be expensive up front, but studies have shown that AR increased customer likelihood of purchase by 19.8%. Businesses are adopting AR and VR to make powerful connections with customers.

5

#### CMS/Cloud Software

Content management systems are used to create, manage, sync, and publish digital content on your digital displays. CMSs are becoming increasingly more accessible with easy-to-use tools and customer-friendly interfaces allowing business owners to focus more on the bottom line and less on creating graphics.

Think BIG. Think Bold. GO Digital.