

**PRESS RELEASE**

**Prime Consult Market Surveys:**

**Digital Signage All-in-One Software 2016**

**Gruenwald, 15.12.2016** - Prime Consult Unternehmensberatung specialized in consultancy in the field of digital media, has examined the market for digital signs, interactive wayfinding and room management software. The results of the survey are based on more than 800 questions. With 11 participants from Europe and the US we can state that this survey offers the best overview over the different solutions available today.

This “All-in-One” Software makes sense (besides it’s “stand-alone” capability) where not only one solution will be used and where the user is interested to use different functions – such as Digital Signage and Interactive Wayfinding or Digital Signage and Room Management. Examples are:

**Hotels:** here digital media can be used to advertise the services of the hotel to different situations:

as a guide to conference areas and meeting rooms (room management)

in restaurants as electronic menu

advertise in the reception area for local attractions

as passenger information for bus or train stations and airports

**Retail:** to support the sales staff a lot of solutions are available

the almost traditional screen to promote specific products

interactive kiosk solutions to support the product selection or offer alternatives

solutions that seem to project a selected piece of clothing on the body of the viewer

send the actual information on the smartphone while entering the store, e.g. discount coupons

**Industrial:** internal digital media can be used in a wide scope:

as an information source for those who do not have access to their own PC in the company for managing meeting rooms

for modern greeting customers (Welcome) solutions

Way Finding solutions for modern orientation of visitors in customer centers

At trade fairs digital media can provide valuable support

**Transport / transport (airports / railway stations):** increasingly we find here the use of digital media

information and entertainment

organization of visitor flows (way finding and queueing)

The analysis covers in the feature segment the following elements

1. system technology software (development tools, supported operating systems and databases, software activation and system monitoring),
2. security, user interface, user rights,
3. language versions supported by the solution
4. basic management features
5. specific features supported
6. integration into 3<sup>rd</sup> party software solutions
7. basic functions of digital signage and interactivity

just to name the key elements.

Besides the features of the solutions offered by the participants also the market position (e.g. number of installations and signs, number of partners/system integrators, number of service points etc.) was analyzed. Also the pricing of the products were examined in detail so today we have a clear picture about the different price segments available (includes in the survey the price-performance ratio).

This is the most detailed market analysis of this market ever realized.

Participants in the survey are (in alphabetical order): dimedis GmbH, easescreen, Four Wind Interactive Inc., engram GmbH, Grassfish Marketing Technologies GmbH, komma, tec GmbH, Macnetix GmbH, mirabyte GmbH & Co KG, Net display Systems BV, Scala Inc., and Stino eyevis GmbH.

According to previously published surveys on "Digital Signage Software 2016", "Room Management and DoorSigns Software 2016" and "Interactive Wayfinding Software 2016" PrimeConsult now provides a further survey from the series "Digital Media Software". More details are available on the homepage <http://primeconsult.eu/studies/studien.html>.

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Prime Consult Unternehmensberatung is a leading consulting company specializing in consultancy in the field of digital media. The advice in this area covers the field of strategy development, marketing and sales policy and the creation of market surveys and whitepapers. The customers are both users who want to use Digital Media to enhance their business as well as vendors who want to realign their company or optimize their portfolio.

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