



TECHNOLOGY INTELLIGENCE SERVICE

Digital Signage & Professional Displays Intelligence Service

COVERAGE

- Flat panel displays technology (includes both LCD and OLED)
- Signage and information displays, Interactive flat panel displays (IFPs), Videowalls, Signage TVs
- Regional and country-level coverage
- Actual size
- Actual resolution
- Brightness categories
- Bezel-to-bezel width categories
- Touch technologies
- Operating hours
- Digital signage and professional application categories
- In-depth qualitative analysis

The Digital Signage and Professional Displays Intelligence Service is a comprehensive set of data and analysis, which provides market insights on multiple aspects of flat panel displays technology and industry trends. The goal of the service is to provide an in-depth view of worldwide digital signage displays for better decision making and business planning.

Market Tracker

History and forecast databases (MS Excel) and market analysis (MS PPT) delivered on a quarterly basis. Reports address key focus areas and industry-level analysis.

Analyst Access

Analyst inquiry time for prompt responses to urgent questions.

Subscribers of this service will receive:

Standard Intelligence Service includes:

Public Display Market Tracker – A quarterly worldwide pivot database focused on flat panel technologies including LCD and OLED for two distinct product types, Public Display and Signage TVs. The two deliverables include historical shipments to the most recent quarter, then history and forecast by region.

Flat Panel Displays Specifications Database – Model specifications are collected from major flat panel display brands for key countries. Profiles of brands are also included.

LED Video Displays Market Tracker – A basic comprehensive, worldwide pivot database delivered on a quarterly basis by region. This database focuses on direct-view LED (LED Video) technology, which is further examined by both digital signage and professional applications.

Digital Signage and Professional Displays Market Analysis – In-depth qualitative analysis of market shares, product/solution offerings and partnerships along with key forecast assumptions and market drivers and restraints. Detailed analysis of market drivers and reasons behind quarterly data variation, technology trends, competitive analysis, new product and industry announcements.

Analyst Insight/Special Events Briefing – These are topical analysis and insights periodically published following any important industry event or announcement.

Premium Intelligence Service includes all Standard IS deliverables in addition to:

Public Display Market Tracker – Country-level – Similar to the Public Display Market Tracker with a more detailed 67 country snapshot for the 8 regions globally.

Flat Panel Displays Vertical Market Tracker – China – A quarterly pivot database specifically focused on the China region and includes shipments for the total available market for both Public Display and B2B TV spanning 11 vertical markets. The deliverable will also include analysis for the main applications driving the digital signage market in China.

Research Coverage

Time Periods	Product Type and Category		Regions and Countries	
2 years rolling history, quarterly and annual	Signage and Information Display	Signage TV	Asia Pacific	Middle East and Africa
5 years rolling forecast, quarterly and annual	Interactive Flat Panel Displays (IFP)	Consumer TV	China	North America
	Videowall	B2B TV*	Japan	Latin America
		Flat Panel Displays Vertical Market Tracker – China only	Western Europe	67 countries
			Eastern Europe	*Public Display Market Tracker – Country-level only

Technology	Brightness Category		Bezel-to-Bezel Width Category	
LCD	<=399	2000-2999	<=0.99mm	4.00mm-5.99mm
OLED	400-599	3000-3999	1.00mm-1.99mm	6.00mm-9.99mm
LED Video (Direct-view LED)	600-999	>=4000	2.00mm-3.99mm	>=10mm
	1000-1499	Transparent		
	1500-1999			

Size and Resolution	Touch Technologies		Measurements		
>50 actual sizes	23 LCD resolutions	Infrared	Optical	Unit & Share	Display Area
	6 LED Video pixel pitch categories	FTIR	SAW	Revenue & Share	Average Size
		Projected Capacitive	Other	ASP	Aspect Ratio

Brands Tracked	Applications for Public Display Market Tracker and Flat Panel Displays Vertical Market Tracker - China				
AG Neovo	Haier	Mitsubishi	Samsung	Education Signage	Public Spaces
BenQ	Hikvision	NEC	SeeWo	Classroom Displays	Retail
Changhong	Hisense	Newline	Sharp	Corporate Signage	Transportation
Cisco	Hitevision	Odin	Smart	Conference Room Displays	Outdoor Sports
Conrac	HP	Orion	Sony	Control Room	Pre-show Cinema Advertising
Dahua	Iiyama	Panasonic	Toshiba	Hospitality / Healthcare	
Donview	LGE	Philips	Uniview		
Goodview	MAXHUB	Planar	Vewell		
Google	Microsoft	Promethean	Viewsonic		

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About Omdia

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses – today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.