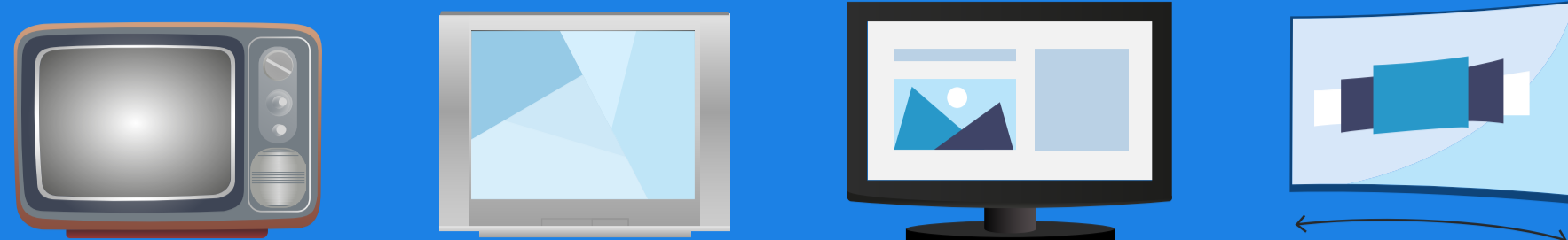


# DIGITAL SIGNAGE TO INTERACTIVE SIGNAGE A QUICK HISTORY

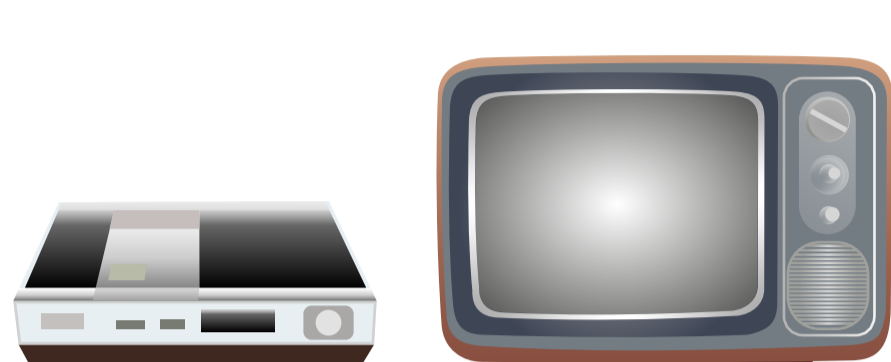
1970's to TODAY



## LAYING THE FOUNDATION

### 1970

Rise of video display  
Predecessors of digital signage



#### DEPLOYMENT DEVICE

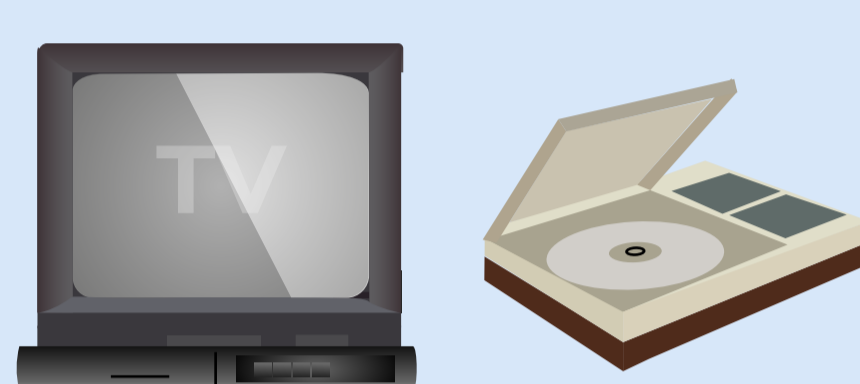
CRT(Cathode-Ray-Tube TV)

#### CONTENT MANAGEMENT

- Manual
- Local
- VHS tapes on VCR

### 1980

The appearance of Laser Disks



#### DEPLOYMENT DEVICE

CRT(Cathode-Ray-Tube TV)

#### CONTENT MANAGEMENT

- Manual
- Local
- VHS tapes on VCR
- Laser Disks on Laser Disk Player

### 1990

Rise of larger and thinner displays  
with the explosion of Internet  
& touchscreen invades



#### DEPLOYMENT DEVICE

Large Screens and Plasma Displays

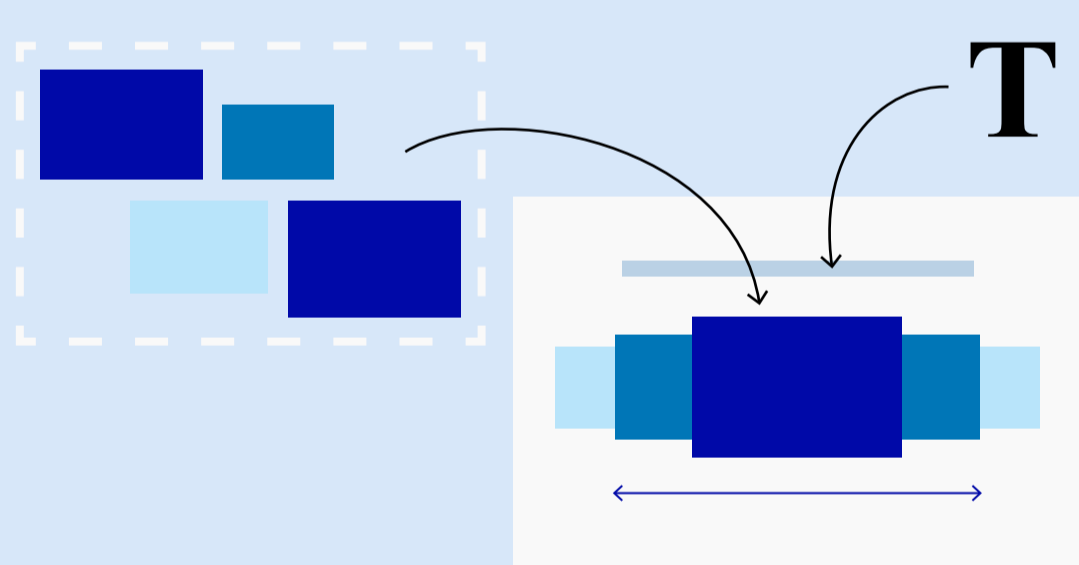
#### CONTENT MANAGEMENT

- Manual
- Local
- Time orchestrated
- DVD
- Bluerauy High definition

## MODERN DIGITAL SIGNAGE

#### CONTENT MANAGEMENT

Remote & multiple content management on centralized CMS (Content Management Software) through network connections such as D.A.N. (Digital Advertising Network), WAN (Wide Area Network), or to LAN (Local Area Network).



### 2000

Rise of high definition display  
and multitouch screen technology



#### DEPLOYMENT DEVICE

- LED
- UHD
- OLED
- Media players
- Computer-driven signage players

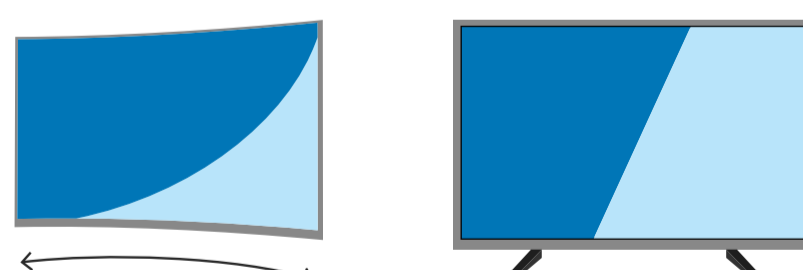
## TODAY

## INTERACTIVITY INVADES

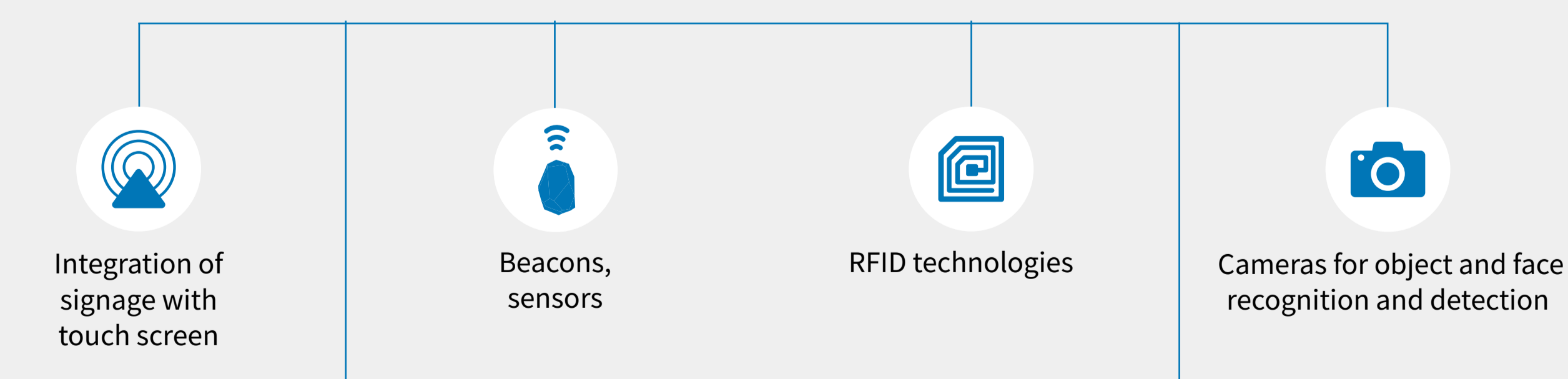
Thinner and higher resolution display technology continues to improve.  
Software reshapes the status quo and Interactivity takes over.

### DEPLOYMENT DEVICES

LED + UHD + OLED + Transparent Flexible Curved displays



### INTERACTIVE INTERFACES



Advanced software solutions enable content connectivity through web services, APIs, and IOT integrations.

Analytics and Machine learning technologies enable generation of context-aware content and insightful.

### CONTENT MANAGEMENT

