

NEWS RELEASE



ElectroniCast Consultants

LED Signage/Professional Display 10-Year Global Market Forecast

According ElectroniCast Consultants, LED-based indoor digital signage will reach \$37.4 billion in 2026...

Aptos, CA (USA) – July 21, 2017 -- ElectroniCast Consultants, a leading market research consultancy, today announced the release of a 10-year market forecast of LED-based signage and professional displays. The market forecast covers indoor and outdoor-equipped digital and traditional signage sub-systems and complete systems.

According to the market study, the worldwide value of indoor LED-based digital signage complete systems (direct LED cluster-type screens and LED-backlit LCD screens) reached \$18.2 billion last year (2016), and the value is forecasted to reach \$37.4 billion in 2026. Market forecast data in this study report refers to consumption (use) for a particular calendar year; therefore, this data is not cumulative data.

In addition to providing market data for the complete signage/display systems, the consultancy also provides a 10-year forecast for the sub-systems, which are the piece-parts of the systems.

The value of LED-based sub-systems (piece-parts), used in the outdoor on-premise application, is forecast to increase from \$3.5 billion in 2016 to \$4.7 billion in 2021. An on-premise LED sign is located outdoors on the premises of a business or organization. In 2017, LED tile modules (sub-panels) used in direct cluster-type screens lead in relative market share, followed by LED lighting in traditional sign-box/channel letter signage/display.

“Digital signage uses a variety of communication links between the hardware components, which include a PC, a mobile operating system unit/Android device, or a System-on-Chip (SoC) interface and the actual display (LED signage, LCD screens, projector) along with the software-based content management system (CMS). The immediate communication linkage between transmitters and receivers involve a wireless link (very short to medium-length links), copper-wire (medium length), or fiber optic cable (typically a link length up to 20km),” said Stephen Montgomery, Director of the LED market/technology research group at ElectroniCast.

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This market forecast report is available immediately from ElectroniCast Consultants. For detailed information on this or other services provided by ElectroniCast, please contact Theresa Hosking, Marketing/Sales; thosking@electronicastconsultants.com (Telephone/USA: 831-708-2381)

ElectroniCast Consultants – www.electronicast.com specializes in forecasting trends in technology, markets and applications forecasting, strategic planning and consulting. ElectroniCast Consultants, as a technology-based independent forecasting firm, serves industrial companies, trade associations, government agencies, communication and data network companies and the financial community. Reduction of the risk of major investment decisions is the main benefit provided. ElectroniCast Consultants' goal is to understand the challenges and opportunities facing clients and to provide timely, accurate information for strategic planning.