

Global Transparent Digital Signage Market Professional Survey Report 2019

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A Report Description

Transparent digital signage screen is a combination of glass window and touchscreen with transparent components that facilitate easy passage of light. Transparent digital displays consume least amount of energy and power. This amount of energy consumed by transparent digital signage devices is 10% of the power to be consumed by a conventional LED or LCD screen. There are multiple tools which allow easy engagement and communication in a 3D environment. Three-dimensional advertising is advantageous in receiving more customer attention. It also aids in creating a real-time experience for the customers.

One among the prime drivers for transparent digital signage market is the least amount of power consumption as compared to traditional signage boards. The latest trend gaining traction in the global transparent digital signage market is the acceptance of 3D displays for promotions and advertisements. Promotional advertisements are publicized in the two-dimensional interface. The penetration rate, rapid technological advances, and high concentration are factors expected to further intensify the competition among the transparent digital signage manufacturers.

Americas is estimated to contribute to the highest growth of this market throughout the predicted period. Owing to the growth in the number of foodservice chains such as hotels, restaurants, bars, and cafes in the advanced economies including the US coupled with the increasing adoption by food and beverage manufacturers for advertisements of their products, the region is expected to continue its dominance in the market over the forecasted period.

The global Transparent Digital Signage market was valued at xx million US\$ in 2018 and will reach xx million US\$ by the end of 2025, growing at a CAGR of xx% during 2019-2025.

This report focuses on Transparent Digital Signage volume and value at global level, regional level and company level. From a global perspective, this report represents overall Transparent Digital Signage market size by analyzing historical data and future prospect.

Regionally, this report categorizes the production, apparent consumption, export and import of Transparent Digital Signage in North America, Europe, China, Japan, Southeast Asia and India.

For each manufacturer covered, this report analyzes their Transparent Digital Signage manufacturing sites, capacity, production, ex-factory price, revenue and market share in global market.

The following manufacturers are covered:

- LG Electronics
- BenQ
- Panasonic
- Planar Systems
- ClearLED
- Shenzhen NEXNOVO Technology
- Shenzhen AuroLED Technology
- LED-Hero Electronic Technology

Segment by Regions

- North America

- Europe
- China
- Japan
- Southeast Asia
- India

Segment by Type

- LED
- OLED
- Other

Segment by Application

- Retail
- Automobile
- Media and Entertainment
- Others

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